

Automotive Daily News



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HOUSE PREPARES TO ACT ON TAX REDUCTION BILL

**Complete Repeal of
Auto Levy May Be
Urged by Farmers**

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 7.—Congress convened at noon today with the organization of the Senate and the House and the receipt of the report on the tax reduction bill.

The tax bill which will reduce the levy on passenger cars from 5 to 3 per cent. and eliminate all charges on trucks, tires and accessories, is scheduled to be taken up in the House tomorrow immediately following the reading of the President's message.

Coincident with the convening of the Congress, the American Farm Bureau Federation, which dominates the so-called farm blocs in Congress, is meeting today in Chicago at its annual convention, and is expected to take definite action on the recommendation of the House Ways and Means Committee for a 3 per cent. tax on passenger cars instead of complete repeal of this levy.

The automotive industry is pledged to the committee not to exert further pressure on Congress for complete repeal of the excise tax in return for a concession granted by the committee in extending for one month after passage of the act the operation of the tax on passenger cars "on the floor." In this way dealers may be able to collect a 2 per cent. rebate from the manufacturers, who in turn will be permitted to deduct this difference from the amounts to be paid the government.

As a consequence of this situation that has developed at the Capitol, the automotive industry is hopeful that the American Farm Federation Bureau will initiate a determined campaign when the bill reaches the floor of the House to force complete repeal of the automotive tax.

It is contended by the agricultural interests that of the 17,000,000 motor car owners in the United States, about 5,000,000 reside in farming districts, and that complete repeal of the tax would grant relief to this vast number of taxpayers.

Hudson Motor Co. Output 900 Daily

Special from A. D. N. Detroit Bureau
Detroit, Dec. 5.—The Hudson Motor Car Company began the present month's production on a basis of 900 daily. This is an increase of about sixty cars over the schedule for the early part of last month, which was gradually increased until 900 a day was reached in the latter part of November.

The new body plant of Hudson is not expected to be ready until late spring. When this is completed, it is said, the company will be in position to turn out all its own coach bodies and will also be able to produce 1,500 or more finished cars daily.

N. A. C. C. Condemns Hotel Exhibits During Shows

NEW YORK, Dec. 5.—The directors of the National Automobile Chamber of Commerce, at their meeting on Thursday, adopted the following:

BUICK IS ADDING TO ENGINE PLANT

Addition Will Permit 1,200 Engine Out- put Daily

Flint, Mich., Dec. 5.—As the first step in its \$2,000,000 expansion program, the Buick Motor Company has started construction of an addition to its engine plant, to make possible a production of 1,200 engines a day.

Work on the engine plant will be rushed to completion by the first of the year. The building, when finished, will be one of the largest manufacturing units in the world, covering twelve acres of ground. It will be 990 feet long and 360 feet wide. It is a one-story building, with sawtooth roof construction, with an additional story at the south end housing the offices and dining room.

Charles Scannell, superintendent of the engine plant, announces that several small operations will be moved into the addition, which will be 90 feet long and 300 feet wide. This will make room for additional machinery operations on larger pieces, such as cylinder blocks, crank cases, crank shafts, etc.

The new machinery has been purchased and will be installed as soon as the building is ready.

The increase in valve-in-head engine production to 1,200 a day will be followed by other units of the factory to the same capacity. Officials hope to have the Buick plant operating on the new production schedule in the early summer.

ACQUIRES GARAGE

Chicago, Dec. 5.—Alexander W. Hannah has acquired the one-story garage at Juneway Terrace and North Clark Street. The indicated price paid by Mr. Hannah was \$125,000.

Cadillac Sales for Year Increase 100 Per Cent.; Business Volume Is Estimated at \$100,000,000

NEW YORK, Dec. 5.—The Cadillac Motor Car Company during the last eight months scored one of the most remarkable gains of any of the motor companies, according to an analysis made by Dow, Jones & Co.

August, September, October and November shipments were double those of corresponding months of 1924. Unfilled orders November 30 totaled 3,000, an unusual situation at this time of year, and which, with current rate of incoming new orders, assures capacity output throughout the winter.

The record which Cadillac has made for 1925 is all the more remarkable because the trend of motor car purchasing has been toward lower cost cars. In no year in the industry's history have so many high grade car

"We regard the practice of making exhibits of parts and accessories at hotel rooms during the national shows as antagonistic and a menace to the shows.

"They are designed to take advantage of the shows without contributing anything to their well-being, and therefore unworthy of members of the industry.

"They are attempts to transact, at other places, business for which, in part, the shows are promoted.

"They are attempts to distract the attention of factory representatives whose business requires their attendance regularly at the shows.

"They will, if continued, have a serious effect on the display of parts and accessories, and are, therefore, a menace to the success of events which have for twenty-five years played an important part in the upbuilding of the industry.

"They are disloyal to the car manufacturer who properly expects his efforts in connection with the shows to be supported by a display of the component parts of his car.

"The directors believe, further, that the cultivation of more intimate acquaintances between members of the industry is essential to the continued success of the national shows.

"We therefore urge:—
1. That hotel displays be discontinued.
2. That if any are continued all members of the association, their officers, heads of departments and dealers refrain from visiting them and use all proper means to discourage them.

3. That members of the association, their officers, heads of departments and dealers visit and take advantage of the comparative quietude of the trade sessions (Monday and Tuesday, from 10 to 1 o'clock in each case) to inspect the offerings of the parts and accessories makers and improve their acquaintance with each other and members of the industry generally.

IMPORT BRITISH CHASSIS

London, Dec. 5 (U. T. P. S.)—Justly Rawlings, who was Australia's trade commissioner in connection with the Wembley Exhibition, says that Australia already purchases more British chassis this year than all other countries put together.

producers placed on the market popular models at reduced prices. First conclusion might be that cars in Cadillac's price field would feel a diminution of demand, but Cadillac's experience has been just the contrary.

Some idea of how the public has taken to the new line of Cadillacs can be had from the statement that in five months, August to December inclusive, of 1925, the company sold more than 15,000 cars. This compares with 17,100 cars for the entire company year August, 1924, to August, 1925.

Shipments in October were 3,200. November will show a like figure and December shipments will be 3,000. So great is current demand that the customary December shutdown for inventory will be postponed.

These production figures speak more eloquently when converted

Ajax Will Produce 40,000 Cars in 1926

Racine, Wis., Dec. 5.—The Ajax Motors Company is planning to produce 40,000 cars in 1926, according to plans revealed today. The plant will have in operation by February 1 additional equipment and machinery which will enable the Nash subsidiary to greatly increase the present production schedules.

Since the company began operation it has shipped 10,000 cars, and present plans call for 20,000 more by June 1.

1925 PRODUCTION TO BE GREATEST IN AUTO HISTORY

Output for November Assures Breaking of 1923 Record

NEW YORK, Dec. 5.—A new November record was established by the automobile industry during the past month when 379,300 cars and trucks were manufactured, this being the total estimated from shipping reports filed at the directors' meeting of the National Automobile Chamber of Commerce in New York Thursday.

The total for the eleven months is 3,997,954, exceeding the record total of eleven months in 1923 by 5.6 per cent., and insuring that the total for the complete year of 1925 will be the largest in the history of the business. The total to date is 16½ per cent. higher than the similar period in 1924, which was the second largest year in the business.

Sales this fall have been exceptional. November was 63 per cent. over the eleventh month a year ago. The outstanding reason for this growth in the opinion of the motor trade has been the fact that the prices of vehicles are the lowest that have ever obtained.

Marked manufacturing economies have been made this season, particularly in closed bodies, with the result that better cars have been offered for less money than ever before.

The totals month by month for 1924 and 1925 are as follows:

	1924	1925
January	324,565	241,662
February	371,476	287,213
March	323,489	377,222
April	384,323	419,134
May	321,638	426,017
June	254,146	402,843
July	279,935	406,227
August	282,879	259,581
September	295,488	322,781
October	293,356	422,392
November	232,248	379,300
	3,430,467	3,997,954

Hupp Shipments Double Last Month

Special from A. D. N. Detroit Bureau
Detroit, Dec. 5.—Shipments of the Hupp Motor Corporation in November totaled 4,300 cars, more than double the number in any November in the company's history.

Production of the new Hupmobile Six is averaging 150 daily.

The Hupp corporation recently renewed its contract with the Commercial Investment Trust Company, New York, to provide for financing new cars on deferred payments.

PLAN TO TRIPLE WASH. STATE HIGHWAY PATROL

Olympia, Wash., Dec. 5.—Because of the marked increase in use of automobiles in this state and the consequent increased demands of the department, the House appropriations committee has recommended an appropriation of \$175,000 for the state highway patrol. This sum would allow for tripling the present force of twenty patrolmen.

Michigan Out-and-Inbound Shipments Surpass 1924

Special A. D. N. Detroit Bureau

DETROIT, Dec. 5.—High lights for traffic over the Pere Marquette System are furnished by Detroit-Lansing movements for the last week in November. Outbound was 160 per cent. better than a year ago and inbound 60 per cent. better. It is fair to note that in 1924 business in this district was at a comparatively low ebb.

Flint continues to maintain its unprecedented volume of outbound shipments, and raw material is going into this district in quantities two and a half times as great as a year ago. Industries on the Pere Marquette lines, located at Detroit, Lansing and other points, are also giving every indication of continued confidence in the outlook for continued business prosperity by bringing in materials in larger volume.

Grand Rapids has taken a spurt, with a 25 per cent. greater outbound and a 20 per cent. greater inbound. Increases are also shown at Muskegon, Holland, Newaygo, Fetoskey, Traverse City, Manistee, Ludington, Reed City, Grand Haven, Hart and Ionia in both outbound and inbound freights.

Saginaw's inbound is up 13 per cent., but outbound is down 8 per cent. The Erb-Joyce Company, maker of castings at Vassar, has reopened its plant, with indications of a good run of business for several months to come.

Movements through the Toledo gateway are up 25 per cent., and any compromise in the anthracite battle will, of course, increase enormously westbound traffic at this point. The coal situation naturally affects adversely the situation at the Buffalo gateway. Here eastbound movement is better by 20 per cent. and the westbound down a similar percentage. The failure of coal movement is entirely responsible for the lower figure. General freight and miscellaneous commodities are moving in much heavier quantities than was the case a year ago.

Chicago gateway business is a shade better, while translake shipments show an increase of 30 per cent.

Doble Officials Must Stand Trial

San Francisco, Dec. 5.—Culminating a long legal battle, the California state Supreme Court Thursday refused to interfere with the trial of Abner Doble, his father, W. A. Doble, and Harold E. Haven, officers of the Doble Steam Motors Corporation, and F. G. Fox and W. E. Barnard, fiscal agents in the sale of stock of the Coast Tire and Rubber Company.

This marks another chapter in the history of the ill-starred Doble corporation. Originally allowed a stock issue of \$1,000,000, it sold \$700,000 worth of stock beyond this limit.

The officers and fiscal agents of the company here were arrested and charged with conspiracy to violate the blue sky law.

They tried to prevent their trial on this charge by contending that there was no such offense as "conspiracy to violate the blue sky law."

The Appellate Court upheld this contention, but the Supreme Court overturned it and as a result the men must stand trial.

FOKKER GIVES LUNCHEON ABOARD FLYING PLANE

Special from A. D. N. Detroit Bureau

Detroit, Dec. 5.—Anthony Fokker played host at luncheon in one of his planes last week to a group of Michigan and Ohio men. The meal was served at an altitude of 6,000 feet, to the following guests: C. Harold Wills, president Wills-Sainte Claire, Inc.; Herbert Book, capitalist; R. W. Judson, president Continental Motors Corporation; H. L. Wadsworth, president Wadsworth-Campbell Box Company; E. S. Jordan, president Jordan Motor Car Company; Charles H. Davis, secretary Board of Commerce.

NEW TRAFFIC CODE

Washington, Dec. 5.—One hundred thousand copies of the newly revised traffic code in the nation's capital, printed in condensed form, are being distributed to motorists here.

GLENN H. CURTISS, pioneer of aviation, was the purchaser of the 200,000th V-type Cadillac automobile to be manufactured by the Cadillac Motor Car Company. He is shown with his new car at his home in Florida. The Cadillac Company has just passed the 200,000 mark in cars equipped with V-type, 90-degree, eight-cylinder engines.

USED CARS FACE SALES RESISTANCE

Detroit Dealers Unable To Account for Slump

Special from A. D. N. Detroit Bureau

Detroit, Dec. 5.—The used car trade in the local field is finding sales resistance more stringent as the year comes to a close. Until two weeks ago, dealers report, movement of used cars was on a fair basis and commensurate with the liberal movement of new cars.

The sudden drop in the market is not explained by dealers, who profess they cannot assign any reason for it. Employment in industrial plants is the highest ever known in this city and savings accounts likewise are the highest on record here, but inquiry for good used cars is almost entirely absent.

"The agitation on the removal of the excise tax for automobiles may have some effect," one dealer reports.

Prospective buyers, reading the comment on the possibility of the removal of all the tax on automobile purchases, may decide to await the action of Congress on this question and, if the tax is removed, get into the market for a new car instead of a used car.

"Closed cars of better quality have been the rule of buyers in recent months. The scarcity of these cars on the market gave the general tenor of the trade a strong tone. Open cars were a hard sale at the best, and most dealers declined to take them in on new car purchases, especially on new closed car sales."

Used car dealers representing financial companies are finding it more difficult to move cars forced on their hands by dealers. Many used Fords, sold earlier in the year on the \$12.60 down payment plan, became a drug on the market for repossessed cars. Dealers in this line said that from the latter part of August up to two weeks ago the number of these cars repossessed reached several hundred each month.

Moller Motor Co. Incorporated

Hagerstown, Md., Dec. 5.—The M. P. Moller Motor Car Company has been incorporated here with an authorized capital stock of \$1,000,000, divided into 200,000 shares of common stock of the par value of \$5, to take over the motor car factory owned by M. P. Moller, the millionaire pipe organ manufacturer, successor to the old Crawford Automobile Company, manufacturers of the Crawford automobile.

Moller will be president of the new corporation, Elihu N. Klinebaugh, vice-president, and M. P. Moller, Jr., secretary and treasurer. The new corporation will occupy the largest factory building in Hagerstown, and will increase production on Dagmar custom-built passenger cars and Astor taxicabs, which it is now making for New York, Chicago, Miami and other cities.

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THREE R. R. LINES IN BIG BUS DEAL

N. P., C. M. & St. Paul, And C. & N. W. Organize Service Co.

St. Paul, Dec. 5.—Organization of the most extensive motor bus transportation and truck service company in the United States is being negotiated jointly by the Northern Pacific, Chicago & Northwestern and Chicago, Milwaukee & St. Paul railroads.

The plans are one of the first steps of railroads other than the Great Northern to combat the constantly heavier inroads being made into their income by private motor bus and motor truck lines.

Completion of the new organization within a few weeks was indicated when it was learned from an informant high in both railroad and bus activities that these carriers have made negotiations with the Great Northern Railway for the purchase of certain branch bus lines in their own exclusive territory. The Northwestern fought vigorously the granting of a permit to the Boulevard Transportation Company, but lost out.

The Boulevard Transportation Company, which is part of the Great Northern bus system, competes with the Northwestern lines on its Mankato, Fairmont, Worthington route. The Northern Pacific and the St. Paul have fought the granting of bus permits on other routes. The Great Northern owns the Northland Transportation Company, the Boulevard Transportation Company, the Interstate Transportation Company, the Jefferson Transportation Company, the Motor Truck Service Company and other subsidiary companies. When these lines were purchased by the railroad it was necessary to take over the complete systems without regard to whether they served the particular territory desired. The result is that the Great Northern has hundreds of miles of bus routes which lend its railroad transportation business little assistance and it is willing to sell these branches to the railroad companies in which territory they operate.

The Interstate and Boulevard Transportation companies strike exclusive Northwestern and St. Paul road territory in the southern and southwestern parts of the state. Despite their opposition to the granting of the bus company permits and the repeated declaration of their officials that they never would enter the field of motor bus transportation, these three railroads now are seriously considering the purchase of bus lines.

With the entrance of these railroads jointly into the motor bus field it seems probable that the bus activities in the northwest will be devolved among three factions, the joint railroads, a possible independent company and the Great

Toledo Plants Active Despite Inventories

Toledo, Dec. 5.—Employment in Toledo automotive plants continues to hold up well, considering inventory is now being taken in several plants. There was a net decrease of only 239 employees in fifty-one plants reporting. The total at work is now 25,603 as compared with 18,546 last year. Chevrolet, completely closed for a few days with only about 150 men at work, expects to begin production again on Monday.

Willys-Overland has decreased its force a little but is still maintaining considerable production for this time of the year. Other plants are holding steady on schedules.

BRINKERHOFF NOW WITH STANDARD MOTOR TRUCK

Special from A. D. N. Detroit Bureau
Detroit, Dec. 5.—W. H. Brinkerhoff, formerly identified with the Studebaker company in the manufacture of wagons, has joined the sales staff of the Standard Motor Truck Company as eastern district sales manager. He has long been identified with commercial interests in New England states, where he served one company thirteen years.

Northern, which was the first Northwest carrier to purchase bus companies. The Great Northern has proved that the operation of buses in its territory acts as a feeder to its passenger trains. The other railroads have about arrived at the same conclusion and now are considering plans to follow the example.

Names Added to List of N. Y. Accessory Exhibitors

New York, Dec. 5.—The recent rearrangement of space at the Grand Central Palace, where the New York National Automobile Show is to be held to accommodate more accessory and parts manufacturers has made it possible for the following companies to add their exhibits to the show:

Accessory Sales Company, New York; Bassick Company, Bridgeport and Chicago; Beneke Manufacturing Company, Chicago; Frank A. Busse Sales Company, Brooklyn; Dansville Truck Corporation, Dansville, N. Y.; Lane Brothers Company, Poughkeepsie; Monarch Governor Company, Detroit; Quaker State Oil Refining Company, Oil City, Pa.; Charles P. Rogers & Co., Inc., New York; Safe-T-Stal Company, Inc., Brooklyn; Schack & Co., New York, and E. C. Taylor Manufacturing Corporation, New York.

A majority of these will also exhibit at Chicago. The Indestructo

BRITISH SLUMP HITS U. S. CARS

Reluctance to Slash Prices Is Reason Given

LONDON, Dec. 5.—According to a survey made by staff correspondent of the Wall Street Journal, the automobile business is slack in Britain, and American dealers are harder hit than most, due to reluctance on the part of American companies to keep pace with British makers in reducing prices.

More than 110,000 autos will be sold this year, against early estimates of 100,000. Next year manufacturers predict sales of 200,000.

Some American makers with popular small models have done as much business this year as they chose to go out and get. Essex has been the hit of the year, selling over 6,700 to date. Chrysler is popular with sales around 3,000 this year. General Motors is making fair Chevrolet sales. Dodge sales have improved in recent months. Ford passenger business was low earlier in the year, but picked up.

British makers have made rapid strides. Austin production was 55,000 in August, nearly 1,000 in September and around 1,400 in October. Morris turned out 3,250 cars in August and 3,400 in October, and of trucks 600 in September and 800 in October. Daimler made 200 cars in August and 310 in October.

There are other than mere seasonal reasons for the relative decline in American sales in Britain. The tariff put a 33 1/3 per cent. burden on American cars and since the McKenna duties were restored Chevrolet, Dodge and several others have increased prices. None have been reduced.

On the other hand, a dozen leading British makes have recently made price cuts averaging \$50. This looks larger in dollars at \$250 on a car.

The government is likely to put a duty as large as the McKenna one on foreign trucks. British makers already have some 95 per cent. of the business and with the duty should get most of the remaining 5 per cent. They also have learned the knack of building light American-like bodies.

American car and truck makers may find their market cut into to a greater extent next year than this. Popular models at lower prices are the two bids American makers must make to maintain their position here.

Bumper Company and the Simplex Piston Ring Sales Company, both of Chicago, will exhibit only at the Coliseum Show in Chicago.

More interest is being displayed in the trade sessions of the national shows than heretofore. These periods will be from 10 a. m. to 1 p. m. on Monday and Tuesday at each show. Manager Miles has issued a statement to the trade, part of which is as follows: "The head of every concern in the industry, and his principal representatives, are entitled to admission. If you write now, your show tickets will cost you two cents—for postage. If you don't, it may cost you dollars worth of time standing in line."

The decorations of both the New York and Chicago exhibitions will cost approximately \$100,000, a greater amount than was ever before expended in providing the settings for these annual presentations of the new type cars.

Used Car Sales Waver In New York Territory

NEW YORK, Dec. 5.—With one or two exceptions, used car dealers report this week that used car sales are moderately poor, or only fair, that they are likely to remain so through the winter, but that an unusually prosperous spring is expected. Early November business exceeding that of the last two weeks.

Most concerns that deal exclusively in used cars state that they are devoting the greater part of their energy now to rebuilding and refurbishing cars ready for the spring break. Canny customers, they say, are buying now for spring, since they can get a price \$100 or \$150 less than would be asked for the same car in March or later.

Another group of people is trading in old cars at this time, taking delivery in thirty or sixty days, or even as late as the spring, in order to save storage costs. Because of this practice, selling of new cars is at this time spurring well ahead of used car sales.

Two policies in advertising are prevalent: one is to cut down at this time of year, and the other is to keep advertising volume stable throughout the twelve months.

In general, the firms which deal exclusively in used cars tend to the latter practice.

A scarcity of open cars and roadsters is reported.

Jandorf Auto Company, 1736 Broadway, reports sales of this week to be about the same as those of last, and both in general poor.

Chrysler

William Noyes, general manager of Colt-Stewart Company, 1745 Broadway, is happy over the present business, and optimistic for the winter and spring. "We are selling all the cars we can get hold of," he says. "Our used car business has more than doubled in the last year." Stock includes all cars taken in trade on Chryslers. This firm is doing small advertising, depending mostly on Broadway signs.

Reo

M. A. Barnett, in charge of the used car department of the Reo Motor Car Company, 236 West 54th St., and 709 Broadway, has found sales a little better this week than last. He expects some extra holiday buying around Christmas time, as usual. His company is carrying some advertising, but depends more upon its method of making customers of every one to whom it sells a car.

Lew Schaefer of the United Used Car Exchange, 232 West 58th St., has found his retail sales during the latter half of November not so good as he had expected, but fairly good the first two weeks. Customers are buying and putting away for spring to take advantage of lowered prices, he believes.

Oldsmobile

C. E. Easter, manager of the used car department of the Oldsmobile Company, 223 West 58th St., reports the last week's business fairly good, and about the same as last year. He does not expect much out of the rest of the year, but is preparing for a banner spring. The month as a whole has been satisfactory, with a slight increase the last week. His advertising at present is small, just enough to hold to his contract, he says. Most of his present business is coming from those who have owned Oldsmobile cars before or from friends that Oldsmobile owners have sent. Used car sales are not keeping pace with new car sales in the Oldsmobile business, due to the fact of the numbers buying cars for spring delivery and turning in old cars now to avoid storage.

Used Car Business Better in New Haven

New Haven, Dec. 5.—The local used car market is again very active after a few weeks of lull, and all used car dealers in this territory report increased sales during the past week. According to some of the larger dealers the outlook for future busi-

Distributor Doings

BUSINESS GOOD

Detroit. Dec. 5.—While sales of both new and used cars have shown some resistance in the last few weeks, trade has been above the average for the Michigan branch of the Willys-Overland Company, according to George Clark, manager. "In the eleven months of 1925 we made a new record in sales of new cars, a total of 8,036 being shown, against the former record of 8,010, reached in the twelve months of 1923," he stated.

BACK TO AUTOS

Newark, N. J. Dec. 5.—From automobile dealer to moving picture actor and back again is the record of W. T. Crane, newly appointed manager of the Newark Durant Company of this city.

Mr. Crane is a veteran of the industry, having entered it in 1905 as a mechanic. His natural bent for mechanics steered him toward the racing game, and for approximately eight years he was actively engaged in driving speed cars on practically all of the half mile and one mile dirt tracks in the country.

Mr. Crane went into automobile selling from racing, and later from that business into motion pictures,

from whence he has just returned.

MARMON SHIPMENT

Indianapolis. Dec. 5.—A solid trainload of fifty freight cars full of Marmon automobiles, representing the largest shipment of merchandise ever to be made from Indianapolis, left here Saturday, November 28, for Jacksonville, Fla., where the cars will be distributed by driveaways to fifteen Marmon distributors and dealer points throughout the state. Cars valued at more than half a million dollars were included in the shipment.

ness in the used car field is a little more promising than it was a few weeks ago.

Exchange Helps Move Used Cars in Marion

Marion, O. Dec. 5.—With the sale a week ago Friday of approximately forty used cars and several new automobiles and negotiations under way this week for the disposal of at least fifty more machines, indications are that the joint used car sale by eight local auto dealers will have cleaned up their garages of approximately 300 used cars by today.

Officials of several of the companies participating in the sale said that the sale of used cars was having a tendency to stimulate new car sales. In one garage six used cars and two new ones were sold.

With a view to bringing the sale to the attention of working men and the man of moderate income, a caravan of used cars ranging in price from \$15 to \$1,800, numbering seventy-five cars of every make, toured the industrial section of Marion the opening day of the sale as factories were dismissing for the day. The tour ended with a tour through the downtown business section.

Concerns participating in the eight-day sale are Dick Bruun Company, authorized Ford dealers; Auto Inn, Dodge cars; Marion Oakland Company, Overland and Willys-Knight; Victor Motor Car Company, Chrysler; Marion Buick Company, Buick; Hane-Nash Company, Nash; Marion Cadillac and Oakland Company, Cadillac and Oakland, Haberman Chevrolet Company, Chevrolets.

FORD DEALERS HOLD MEETING IN BUFFALO

Buffalo, N. Y., Dec. 5.—About sixty-five dealers from western New York and Pennsylvania attended the meeting of Ford dealers recently held here.

George Tyler, manager of the local Ford branch, presided. Sales talks were given and company policies discussed.

Mr. Tyler is holding similar meetings in Rochester, Binghamton and Utica this week.

Production has reached capacity of 300 a day at the Buffalo Ford plant. Sales for the district are running ahead of last year.

OPERATING OWN ASSEMBLY PLANT FOR FORDS

Kelso, Wash., Dec. 5 (U. T. P. S.)

—The Fred Hess Motor Company is operating an assembly plant for Fords, being unable to secure enough Fords through the Portland assembly plant to supply their customers. In order to meet the demand Fred Hess, head of the company, arranged for the parts, chassis, wheels, bodies, fenders, tops and radiators coming separately with parts for seven complete cars in each carload shipment. Seven cars are assembled every three days and sixty-six cars will be assembled in all. The company has garages in Kelso, Longview, Kalama and Rydewood.

NEWARK DODGE CHANGES

Newark, N. J. Dec. 5.—R. M. Hillas, general manager of the Bonnell Motor Car Company, of this city, distributor of Dodge Brothers cars, announces the following changes within the organization:

Edward M. Minion, who has been connected with the company for the last ten years, has been promoted to the management of the East Orange branch; B. E. Richardson to be manager of the Montclair showroom, and Henry Schwembeyer has been promoted to the position of manager of the newly opened Irvington branch.

Winter Trade in New Cars Active in Topeka, Kan.

TOPEKA, Kan., Dec. 5.—

The unusual fall and winter trade in the new models of all makes continues unabated, with the tendency toward closed jobs gaining strength and the demand for cheaper to middle-priced cars continuing strong.

Studebaker

"There is an increasing tendency among owners of the better priced cars to keep up with the yearly models," said Earl Williams of the Central Motors Company, Studebaker dealer. "This indicates that this is a prosperous territory, and that the spring and summer business next year will be one of the best we have had."

The dealers in the cheaper priced cars have caught up with their orders, that went behind a month ago when deliveries from the factories were almost cut off, but they declare business is maintaining its activity, so that they will be right in step with factory production for some weeks to come.

Ford

"Actually I will not be caught up until some time in the spring," said George Badders of the Badders Motor Company, Ford dealer. "By that I mean I will not begin to get ahead of the factory deliveries until that time. Unless I have guessed wrong, this means one of the best years in the business as far as this territory is concerned."

Sales Above Average In Newark District

Newark, N. J. Dec. 5.—With the end of the year rapidly approaching, local automobile dealers and distributors find themselves in an advantageous posi-

tion. Sales so far have been far above normal for this season of the year, and dealers in general are very well satisfied with conditions as they exist at the present time.

Moon

General Manager H. J. Dougherty of the Moon Newark Company, which handles the Moon and Diana, says the demand for the new Moon and Diana closed car models has been above normal. "I attribute this to the mild weather enjoyed up to date, plus the cooperation given us by the factory through its advertising campaign," he declares.

Chandler, Cleveland

"The recent revolutionary reduction in prices of both Cleveland and Chandler cars," said W. E. Carton, president of the Chandler Newark Company, "has much to do with the abnormal demand for closed cars. We already have on our books sufficient orders to keep us fairly busy until show time."

Chevrolet

President Foley of the Foley Chevrolet Company of this city states that business throughout all of the present cold weather months has been very good. "Much of this good business," said Mr. Foley, "can directly be traced to the consistent advertising campaign."

Cadillac

"Our business during the winter months," said Sales Manager Clarence Schuyler of the local Cadillac organization, the Upper Cadillac Motor Car Company, "has been surprisingly good. The demand for Cadillac closed cars seems to be greater this winter than any other previous cold weather period, and I can see no apparent reason for a let-up in this demand."

for Economical Transportation

CHEVROLET

The emblem, "Body by Fisher," has come to have a meaning like that of "sterling" on silver. On Chevrolet enclosed bodies it assures the high quality of construction, finish and trim that you see on fine cars everywhere.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Coach	695				
Roadster	525	Sedan	775	Express Truck Chassis	550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Confidence Justified

By WALTER CHRYSLER
Chairman of the Board, Chrysler Corporation

EVERY time I am asked what I think about the business outlook I always have recalled to my memory the story of the banker who said there are two things about which he never makes any forecasts. The one is foreign exchange, he said, and the other the automotive business. So possibly a manufacturer of motor cars is not eligible to make business forecasts. However, the automotive industry today ranks first among all United States manufactures, rated according to the wholesale value of production.

There was a time when the steel industry was used as an economic barometer. And it is still a good one. But the automotive industry is equally good, if not better, because it is closer to the ultimate market. Think of the industries which are more or less dependent upon it—iron and steel, cement, aluminum, plate glass, leather, rubber, lumber, copper, tin, lead, zinc, nickel, paint and varnish, cotton, wool, etc.

The American automotive industry has just passed through a record year. Will 1926 be as good or better? Frankly, I don't know, but everything indicates it will be a good year.

I am optimistic about the future. I see the probability of lowered taxes. Building operations are going ahead. Labor is fully employed. The agricultural outlook is good.

Material prices may go upward but the public will have increased capacity to buy.

If every business could look ahead with the same confidence that the automobile business can, then we would indeed have cause to feel jubilant over the approaching year. But it will be a good year. Everything indicates that.

Organizing Safety

SOMEWHAT over a year ago the Department of Commerce under Secretary Hoover's leadership organized the Committee on Metropolitan Facilities, to make a study of traffic conditions, accidents and how to reduce the latter. The National Automobile Chamber of Commerce, the American Automobile Association, the National Association of Taxicab Owners and other similar bodies were invited to participate in the investigation.

This committee has presented its first report, and among other interesting things it finds that in addition to the economic loss of more than \$600,000,000 due to destruction and loss of life and property, there is a much greater financial loss due to the inadequacy of traffic facilities. This latter loss is placed at \$2,000,000,000 a year, which is equal to about \$20 for every man, woman and child in the country.

The committee also presented a report embodying recommendations for state legislatures regarding street and highway regulations and suggestions for co-operative work. The purpose is to stimulate state and local action looking toward unification of laws and co-operative effort to solve traffic problems and reduce accidents.

This is decidedly a move in the right direction and may prove the means that we have been hoping for of obtaining unified action by state legislatures.

Only eighteen more days in which to persuade the buyer to "Make it a Motor Christmas."

Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



R.H. MULCH, VICE-PRESIDENT AND GENERAL MANAGER OF THE FLINT MOTOR CO., WAS AN OFFICE BOY FOR A SHORT TIME WITH THE METROPOLITAN PRINTING CO., IN NEW YORK CITY.

The Observer

Word comes from Washington that the second national conference on street and highway safety is to be held some time early next year.

There have been reams of publicity concerning this adventure of Mr. Hoover's, but many still wonder what it has all been about.

Two years ago every one and every association felt self-elected to solve the traffic problem.

Certain groups logically had a position in this field—the National Safety Council, the American Automobile Association, the National Automobile Chamber of Commerce, the Chamber of Commerce of the United States.

Many others had some inherent concern in the subject—police officials, railroad lines, insurance companies.

The result of all these interests, to some degree conflicting, was that the public was bombarded with a great number of decentralized ideas.

A campaign would gain headway and then a counter offensive would be launched.

For instance, the railroads advocated that motorists should come to a stop at grade crossings, all grade crossings. Every car on the busiest highway should come to a dead stop at a railroad track used once a day, or even at a switching line not used that often. That is the law now in some states.

Such a law cannot stand for long. The logical reply to that would be to make all railroad trains stop at busy highways. The Observer has called attention to this possibility before.

But the Hoover conference reached a compromise position in which it recommended that vehicles come to a very slow speed before crossing main line tracks.

The results have been gratifyingly successful.

For a year the platform of the first conference has been in operation, and committees meeting this year have seen no reason to change the essential features.

These suggestions are proving worthwhile:

Have a traffic administrator.
Plan the future of your city.
Provide safety zones.
Keep an accident spot map.
Cut away blind corners.
Teach safety in the schools.

Those are but a few of the recommended items.

The complete program has been compiled in a booklet, "Proceedings of the Conference on Street and Highway Safety," obtainable free of charge from the Department of Commerce.

Any merchant or manufacturer can get one of these and check-up on his own city authorities to see what is being done for traffic relief.

In this booklet he will find principles backed by the best opinion in the motoring world and endorsed by all the important groups interested in traffic.

The Hoover conference has done this. It has brought groups which were ostensibly rivals shoulder to shoulder. In mutual consultation it was found that all were working for better traffic, and agreement on sound principles was the logical result.

Coming Automotive Events

DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-Greensboro, N. C. Meeting of the North Carolina Bus Owners' Association.
- 10-Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
- 10-Indianapolis, Ind. Regular dinner of the Society of Automotive Engineers, Hotel Severin.
- 11-Los Angeles, Cal. Annual dinner of the Society of Automotive Engineers of Southern California, City Club.
- 11-Washington, D. C. Meeting of the Society of Automotive Engineers of the Washington section, Cosmos Club.
- 14-Cleveland, O. Meeting and dinner of the Society of Automotive Engineers, Hollenden Hotel.
- 15-Buffalo, N. Y. Transportation meeting of the Society of Automotive Engineers, Statler Hotel.
- 16-Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
- 6-18-Brussels, Belgium. Annual Automobile Show.
- 15-16-Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 17-Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers, General Motors Building.
- 18-Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 7-29-Buenos Aires, Argentina. Eighth annual Argentine Auto Show.
- 29-San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-23-Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17-Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13-New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16-Chicago, Ill. American Road Builders' Association Annual Convention.
- 11-16-New York City. National Automobile Show.
- 14-New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22-Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23-Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23-Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23-Cincinnati, Ohio. Automobile Show.
- 16-23-Milwaukee, Wis. Automobile Show.
- 16-23-Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23-New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21-Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22-Detroit. National Society Automotive Engineers.
- 21-22-Detroit. Michigan Independent Oil Men's Association.
- 23-30-Montreal, Canada. Annual Motor Show.
- 23-30-Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30-Cleveland, Ohio. Automobile Show.
- 23-30-Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30-Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30-Brooklyn, N. Y. Fifteenth annual automobile show.
- 24-American Road Builders' Association. Good Roads Week.
- 26-29-Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27-Detroit, Michigan Highway Association.
- 27-30-Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27-Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6-Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6-Washington, D. C. Automobile Show.
- 30-Feb. 6-San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6-Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6-Chicago, Ill. National Auto Show.

FEBRUARY

- 2-6-Denver, Colo. Denver Automobile Dealers' Association, annual show.
- 2-6-Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13-Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13-Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest ern automobile show.

Financial News of the Automotive Industry

WON'T INTERRUPT MURRAY PROGRAM

Receivership to Enable Company to Arrange Financing

DETROIT, Dec. 5.—There will be no interruption of the Murray Body Corporation's manufacturing program as a result of the temporary receivership which was resorted to in order to make financial arrangements for the company. The Guardian Trust Company, which has been appointed receiver, authorizes this statement.

Under the court order the company will be continued as a going concern. Officials of the trust company say that while they have not had time to make an examination of the company's affairs they are advised that its assets exceed liabilities by a comfortable margin. The present embarrassment, they point out, was not caused by a lack of assets, but by the fact that working capital was too small.

The Pittsburgh Plate Glass Company is understood to be the largest creditor of the body company. The merger of the Towson Body Company a year ago with the Wisconsin Body Company and the C. R. Ison Body Company resulted in the formation of the present Murray Body Corporation. Later the organization acquired the Murray Manufacturing Company as a subsidiary in the form of the Murray Body Company.

Last year in Michigan alone the company did a business in excess of \$7,800,000. The business for the year before amounted to \$10,000.

Advance Rumely Sales Gain 50%

Chicago, Dec. 5.—Advance Rumely Company sales for 1925 will be approximately 50 per cent. over 1924. Tractor sales constitute more than half the company's business.

Net profits will not be commensurate with this larger volume because of the excessive cost incident to the manufacture of four sizes of new type tractors.

Mack Truck Stock Increase Approved

New York, Dec. 5.—The increase in common stock from 500,000 to 1,000,000 no-par shares, of which 224,429 shares will be used to pay a 50 per cent. stock dividend, has been approved by the stockholders of Mack Trucks, Inc. The remainder of the new stock will be held for future corporate purposes, and when issued will be offered pro rata to all common shareholders. The stock dividend is payable December 31 to common stockholders of record December 15.

Rockefeller Finances Petroleum Research

New York, Dec. 5.—John D. Rockefeller has pledged a fund of \$250,000 to the American Petroleum Institute "for the initiation of a program of scientific research in petroleum." The fund is to be available in annual installments of \$50,000 for five years, and to be expended "primarily in supporting research fellowships in scientific institutions

ELECTRIC AUTO-LITE EXTRA

Toledo, Dec. 5.—Stockholders of the Electric Auto-Lite Company will get an extra dividend of 50 cents a share in addition to the regular dividend of \$1.50 a share. Both are payable January 1 to stockholders of record December 15.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
20	12			100	18 1/2	18 1/2	18 1/2	+ 1 1/2
62 1/2	47	3		100	58 1/2	58 1/2	58 1/2	+ 1 1/2
15 1/2	9 1/2			2,700	10 1/2	9 1/2	10 1/2	+ 1 1/2
95	71 1/2	6		2,000	91 1/2	89	91	+ 1 1/2
54 1/2	26 1/2			1,100	31 1/2	31 1/2	31 1/2	+ 1 1/2
20	11 1/2	1		2,200	15 1/2	15	15 1/2	+ 1 1/2
44 1/2	27	1.50		1,600	32	31 1/2	31 1/2	+ 1 1/2
52	27 1/2	3		5,400	49 1/2	47 1/2	48 1/2	+ 1 1/2
253	108 1/2			17,500	196 1/2	192 1/2	196	+ 5 1/2
111 1/2	100 1/2	8		400	108 1/2	108	108 1/2	+ 1 1/2
15 1/2	8 1/2	.80		3,300	11 1/2	11 1/2	11 1/2	+ 1 1/2
48 1/2	21 1/2			20,000	42 1/2	42 1/2	42 1/2	+ 1 1/2
91 1/2	73 1/2	7		1,900	87 1/2	86 1/2	87 1/2	+ 1 1/2
28 1/2	10 1/2			23,400	30 1/2	29	29 1/2	+ 1 1/2
60 1/2	40			12,300	79 1/2	76	76 1/2	+ 1 1/2
22 1/2	8			900	25 1/2	25	25	+ 1 1/2
60 1/2	60 1/2	5		5,100	97 1/2	96	97 1/2	+ 1 1/2
23 1/2	14 1/2			12,900	24 1/2	23 1/2	23 1/2	+ 1 1/2
75 1/2	7 1/2	3 1/2 b		1,700	11 1/2	10 1/2	11 1/2	+ 1 1/2
39 1/2	28 1/2			1,400	37 1/2	37 1/2	37 1/2	+ 1 1/2
16 1/2	4 1/2			27,700	118 1/2	116 1/2	118	+ 2 1/2
149 1/2	12 1/2			200	114	113	114	+ 1 1/2
114 1/2	102	7		11,700	25 1/2	25	25	+ 1 1/2
26 1/2	12 1/2			3,600	67 1/2	66	66 1/2	+ 1 1/2
74 1/2	36 1/2	4		100	100	100	100	+ 1 1/2
102	72	7		300	107 1/2	107	107	+ 1 1/2
114 1/2	86 1/2	7		160	108 1/2	108 1/2	108 1/2	+ 1 1/2
49 1/2	30	3 50b		800	44 1/2	44	44 1/2	+ 1 1/2
139 1/2	33 1/2	3		16,900	103 1/2	101	103 1/2	+ 2 1/2
31	14 1/2			4,800	26 1/2	26 1/2	26 1/2	+ 1 1/2
24	13	.50		200	20 1/2	20 1/2	20 1/2	+ 1 1/2
65	35 1/2	3		3,800	49 1/2	48 1/2	48 1/2	+ 1 1/2
21 1/2	12 1/2			600	17	16 1/2	16 1/2	+ 1 1/2
73	42			200	66	66	66	+ 1 1/2
74	41			500	66	66	66	+ 1 1/2
3 1/2				300	2 1/2	2 1/2	2 1/2	+ 1 1/2
19	11 1/2			600	14	14	14	+ 1 1/2
242	117			6,200	21 1/2	21 1/2	21 1/2	+ 2 1/2
32 1/2	10 1/2			5,600	29 1/2	29 1/2	29 1/2	+ 2 1/2
42	22 1/2	3		5,800	35 1/2	35 1/2	35 1/2	+ 2 1/2
44 1/2	40	2.60		2,800	43 1/2	43 1/2	43 1/2	+ 2 1/2
35	18	2.30b		800	31 1/2	31 1/2	31 1/2	+ 2 1/2
21 1/2	13			1,600	18 1/2	18 1/2	18 1/2	+ 2 1/2
42 1/2	5 1/2	2.40		10,600	7	6 1/2	6 1/2	+ 2 1/2
48 1/2	19 1/2	16b		3,200	45 1/2	45 1/2	45 1/2	+ 2 1/2
48 1/2	15	2		5,800	38 1/2	38 1/2	38 1/2	+ 2 1/2
33	17 1/2	1.80		5,800	25 1/2	25 1/2	25 1/2	+ 2 1/2
47 1/2	10 1/2			2,600	36 1/2	35 1/2	36	+ 2 1/2
100	43			800	91	90	90 1/2	+ 2 1/2
18	8			300	10 1/2	10 1/2	10 1/2	+ 2 1/2
36 1/2	15 1/2			300	27 1/2	27 1/2	27 1/2	+ 2 1/2
84 1/2	55	6b		12,900	85	83 1/2	84 1/2	+ 2 1/2
89 1/2	61	6		600	78	78	78	+ 2 1/2
68 1/2	41 1/2	6b		3,700	56 1/2	56 1/2	56 1/2	+ 2 1/2
59 1/2	37 1/2	4b		1,600	54	53 1/2	53 1/2	+ 2 1/2
93 1/2	33 1/2	8		32,900	90 1/2	88 1/2	88 1/2	+ 2 1/2
104 1/2	92 1/2	8		200	108 1/2	108 1/2	108 1/2	+ 2 1/2
34 1/2	9 1/2	4		4,300	85 1/2	84	85	+ 2 1/2
120 1/2	72 1/2	7		10,900	27 1/2	27 1/2	27 1/2	+ 2 1/2
48 1/2	22 1/2	75		3,200	122	120	121	+ 2 1/2
100	90	7		1,200	29 1/2	29 1/2	29 1/2	+ 2 1/2
				400	94 1/2	94 1/2	94 1/2	+ 2 1/2

NEW YORK CURB MARKET								
Chrysler Corp. W. I.	10,500	48	48	48	48 %	48 %	48 %	+ 1 1/2
Cleveland Auto	9,000	31	20	20	31 %	31 %	31 %	+ 1 1/2
Durant Motor	4,000	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2	+ 1 1/2
Electric Auto-Lite	1,000	78 1/2	77	77	77	77	77	+ 1 1/2
Fageol Motor	1,600	11	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	+ 1 1/2
Federal Motor Trucks	4,200	27 1/2	27 1/2	27 1/2	27 1/2	27 1/2	27 1/2	+ 1 1/2
Franklin Mtg.	100	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	31 1/2	+ 1 1/2
Goodyear T. & R.	13,000	42	39 1/2	41 1/2	41 1/2	41 1/2	41 1/2	+ 1 1/2
Intercon. Rubber	4,000	18 1/2	17	17	17	17	17	+ 1 1/2
Miller Rubber, new	200	44	43 1/2	44	44	44	44	+ 1 1/2
Republic M. Truck ctf	100	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2	+ 1 1/2
Reo Motor	1,600	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	24 1/2	+ 1 1/2
Rickenbacker Motor	1,100	8 1/2	8	8	8	8	8	+ 1 1/2
Stutz Motor	8,100	22 1/2	19 1/2	21 1/2	21 1/2	21 1/2	21 1/2	+ 1 1/2
U. S. Rubber Recd.	600	16	14 1/2	16	16	16	16	+ 1 1/2
Yellow Taxi, New York								

Hydrocarbon Motor Patent Rights Assigned to Packard

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 5.—A hydrocarbon motor has been invented by Jesse G. Vincent and its patent rights assigned to the Packard Motor Car Company, it was revealed today in the current list of patents covering automotive products.

Frederick G. Whittington of Evanston, Ill., is named as the inventor of a new searchlight, which he has assigned to the Stewart-Warner interests of Chicago. Harry Y. Stebbins and D. L. Van Leuven are credited with the perfection of a disc-wheel truck which they have assigned to Six Wheels, Inc., a Los Angeles manufacturing concern. The first installment of the current list of patents follows:

Robert R. Albrecht, York Pa., assignor to United States Chain and Forging Company, Pittsburgh, Pa., tire-chain-hoist pliers; Chester T. Alcutt and H. R. Van Deventer, Pittsburgh, Pa., automobile tire-chain connector; Harry N. Atwood, Monson, Mass., pneumatic vehicle wheel.

Edmund C. Bellinger, Atlanta, Ga., steering means for tractor; Vincent Ben-dix, Chicago, Ill., engine starter; William Berk, assignor to American Auto Lamp Company, Inc., New York city, lamp bracket; Richard T. Berry, Georgetown, Miss., fuel saver; Frank H. Beyea, assignor to J. R. Gammeter, Akron, O., bead core for pneumatic tires; David H. Bule, Detroit, Mich., carburetor; Earl M. Bunce, Fenton, Mich., vehicle wheel; Gustav Burandt, assignor to Marquette Manufacturing Company, St. Paul, Minn., collapsible luggage carrier; John L. Burns, Syracuse, N. Y., friction clutch.

Adrien Cambon, Tottenville, N. Y., assignor to the Roessler & Hasslacher Chemical Company, New York city, accelerator for vulcanization of rubber; Allan O. Carpenter, Coming, N. Y., assignor to Ingalls-Rand Company, Jersey City, N. J., governor controller for internal combustion engines; Ernest Carter, Melrose Highlands, Mass., humidifier for internal combustion engines; Victor R. Collard, Balacava, Victoria, Australia, resilient suspension device for automobiles and like vehicles; Arthur E. Cundy, assignor of four-fifths to F. J. Blake, Jr., three-twelfths to G. A. Stokes, one-twenty-fourth to A. R. Mollette and one-twenty-fourth to R. S. Clements, Durango, Col., rotary internal-combustion engine.

Clyde M. Dawdy, Boone, Ia., auxiliary carburetor; Sidney G. Down, Pittsburgh, assignor to the Westinghouse Airbrake Company, vehicle brake; Sven J. Strid, assignor to F. Mathews, Chicago, Ill., mounting for brake gears; Thomas R. Swanner, Luverne, Ala., automobile jack.

Edward B. Thomas, assignor of one-fourth to E. Fisher and one-fourth to S. W. Williamson, Cincinnati, O., traction device for automobiles; Joseph A. Traylor, Camp Meade, Md., universal joint; Edward Trist, Pittsburgh, Pa., brake lining-security means; George G. Trostien, Pontiac, Mich., gear lock for automobiles; Charles J. Veeeler, Cedar Rapids, Iowa, vehicle jack; Jesse G. Vincent, assignor to Packard Motor Car Company, Detroit, Mich., hydrocarbon motor.

Vel T. Walker, Eycles, W. Va., generator attachment; William O. Welmore, Douglas, Ariz., vehicle tire; Frederick G. Whittington, Evanston, Ill., assignor to Stewart-Warner Speedometer Corporation, Chicago, Ill., vehicle searchlight; Ralph W. Wiley, San Francisco, Cal., traffic signal; George B. Williams, Gary, Ind., automobile signal casing; Henry J. Wilson, Newton Abbott, England, shock absorber for motor cars; Myron L. Winans, Waco, Tex., truck body; William S. Wolfe, Akron, O., tire tread; John E. Woodbury, Worcester, Mass., front-wheel brake for automobiles; Alberto I. Woodring and W. G. Lamb, Waterloo, Ia., self-lubricating nut.

Roland H. Gilkerson, Watertown, Wis., antiglare device and eye shield; George H. Glade, Jr., Chicago, Ill., automobile light; David Gudeman, Francesville, Ind., automobile power jack; Andrew G. Gustafson, Aurora, Ill., bumper-bar attachment.

Walter E. Holland, assignor to the Philadelphia Storage Battery Company, Philadelphia, Pa., battery vent cap; Maurice Houdeau, Levallois-Perret, France, suspension for vehicles.

Harry W. Keller, Pittsburgh, Pa., and A. T. Keller, Bethlehem, Pa., apparatus for caging metallic vehicle wheels; Allen B. Kendall, Niagara Falls, N. Y., assignor to the Regan Safety Devices Company, Inc., New York city, exhaust control mechanism; James L. Kinnell, assigned to Ruggles-Klingemann Mfg. Company, Salem, Mass., apparatus for controlling combustion; Herbert G. King, Victoria, Tex., direction signal for automobiles; Selmer A. Kraft, St. Paul, Minn., hydraulic clutch.

Bern G. LaBar, Turtle Creek, Pa., traffic-signal lamp; Glenn D. Lanham, Bay City, Mich., head and valve construction for internal-combustion engines; Leroy C. and F. S. Lazear, Chicago, Ill., steering wheel lock; Stanley A. Lukaszewicz, South Milwaukee, Wis., piston ring.

Franz Maeder, Berlin, Germany, assignor to Maeder Engine Corporation, Cleveland, O., internal combustion engine and cooling of engines; Alonzo C. Mather, Chicago, Ill., trussed brake beam; Ella E. Melotti, Boston, Mass., auxiliary heating and circulating apparatus for automobiles;

ACCESSORY MEN PROFIT BY HEADLIGHT DRIVE

Buffalo, N. Y., Dec. 5.—Leading accessory dealers say that the drive against motorists using glaring headlights which is being conducted by the Buffalo Motor Vehicle Bureau is stimulating the sale of certain makes of lights. Nearly 400 violators have been haled into court and fined \$5 and up.

Frank L. Morse, Ithaca, N. Y., chain gear transmission.

Elmer J. Negy, Abilene, Tex., combined radiator guard and fender brace; Elmer J. Novak, assignor to the Raybestos Company, Bridgeport, Conn., making brake segments.

Thomas M. Offutt, Connorsville, Ind.,

Edlin M. Perry, Washington, D. C., endless runner for motor trucks; Peter L. Peterson, Manh., Utah, brake; Alvah L. Powell, assignor to the A. L. Powell Power Company, Miles City, Mont., transmission for engines; Edward D. Puff, assignor to the Firestone Tire and Rubber Company, Akron, O., stitcher-feeder mechanism for tire-making machines.

John H. Randall, Salina, Kan., adjustable wheel clamp; Joseph Richardson, Survey Hill, and A. L. Henderson, Kensington, Victoria, Australia, heater for automobiles; Burr S. Rogers, Lindsey, O., clutch pedal lock; Robert M. Roof, Anderson, Ind., overhead transformation for Fords.

Leon Salves, assignor to L. Renault, Billancourt, France, carburetor; Harry M. Sammons, Detroit, Mich., automobile lens; Stella Schlupe, Sabetha, Kan., timer; Howard L. Shanks, Mesick, Mich., automobile trailer; Earl H. Smith, assignor of one-half to C. H. Jenkins, Chicago, Ill., shock absorber; Iris H. Spender, West Hartford, Conn., gas engine; Harry Y. Stebbins and D. L. Van Leuven, assignors to Six Wheels, Inc., Los Angeles, Calif., six-wheel truck; Carlton D. Stewart, Berkeley, Cal., assignor to the Westinghouse Airbrake Company, vehicle brake; Sven J. Strid, assignor to F. Mathews, Chicago, Ill., mounting for brake gears; Thomas R. Swanner, Luverne, Ala., automobile jack.

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Timken-Detroit Axle to Push Oil Burner Sales

DETROIT, Dec. 5.—Timken-Detroit Axle Company, which recently obtained valuable patent rights from Standard Oil Company of New Jersey for manufacture of Socony oil burners outside New England and New York, will market the device through factory branches in principal cities, under the name "Timken-Arrow Oil Burner."

Branches are already in operation in several leading cities, and one will be opened early next year in Newark.

The company has not been in the oil burner field long enough to exploit fully its profit possibilities. A specially trained organization to handle installation and maintenance of oil burners is being developed rapidly and the company will embark soon on an aggressive campaign of sales and expansion.

Timken's main activities in the building of axles for buses, trucks and passenger cars have been greater this year than since 1921. Earnings for first six months were \$522,000, equal to about 36 cents per share on 823,920 outstanding common shares.

Estimates are being made from \$900,000 to \$975,000 for the year, which after charges and preferred dividends would be equivalent to around 80 cents a share on the common. This compares with a net loss of \$203,319 for last year.

The company's financial position has steadily improved this year, and cash on hand is between \$1,500,000 and \$1,750,000. Resumption of common dividends is mentioned in banking circles as a possibility next year.

U.S. Auto Products In Demand Abroad

SPECIAL A. D. N., Washington Bureau
Washington, Dec. 5.—Thirty-five countries in the world are in the market for American products, according to a list of foreign requests made public today by the Department of Commerce.

From far off Manchuria comes an inquiry for automobile accessories, while South Africa wants automobile step plates, radiator caps, non-skid chains, bumpers, rims and batteries.

The numbers prefixed to the trade opportunities listed below refer to information which may be obtained by specifying the number of the inquiry or inquiries, from the automotive division of the Department of Commerce, or any of its co-operative offices. The list follows:

Purchasers

Australia—17998, parts for cars of twelve to fifteen horse power.

Canada—17974, battery jars and covers.

France—17939, accessories.

Germany—18000, accessories and parts.

Manchuria—17958, accessories.

South Africa—17998, automobile step plates, radiator caps, mascots, non-skid chains, bumpers, rims and batteries.

Sweden—18058, medium-priced automobiles.

Turkey—18064, automobile polish in bottles.

Venezuela—17963, gasoline and lubricating oils.

Agents

Austria—17960, brake linings and asbestos; 18009, machine tools for automobile factories.

Czecho-Slovakia—17959 and 17964, accessories.

Dutch West Indies—17963, tires.

Egypt—17962, accessories; 17985, lubricating oils.

France—18008, lubricating oils.

Germany—17961, parts and accessories and automobiles; 17952 and 17955, tractors; 17961, trucks and motor parts.

Porto Rico—18038, accessories.

Syria—17956, tractors, ten to twenty horse power, low and medium priced.

Venezuela—17963, gasoline and lubricating oils.

New Accessories

N-L DUAL VENTILATOR



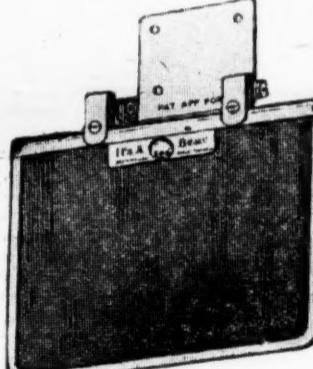
The Nichols-Lintern Company, 7960 Lorain Ave., Cleveland, O., is producing a ventilator under the trade name of N-L Dual Ventilator. The manufacturers claim that in stopping the heaviest rain it does not cut down the exhaust and keeps the air of the compartment clear and clean. They claim also that its water-baffle leaves ample room in the air passages for an effective exhaust.

The ventilator can be adjusted for sweeping ventilation without uncomfortable drafts. It provides for comfortable interiors when windows must be closed.

When closed, its height above the roof is 1½ inches; when opened, its extreme height above roof is 4½ inches.

It sells for \$4.50 net.

BEAR KIL-GLARE



A new shield against glaring headlights has been introduced by the Bear Manufacturing Company, Rock Island, Ill. It is called the Bear Kil-Glare and is made of finely finished green Pyralin mounted in a neat metal frame.

It attaches inside the car above the windshield and a little to the left of the driver's direct line of vision. Thus he is able to shut off all glare coming from the left side of the road and guide his car safely.

A simple bracket allows it to be installed in a few minutes. It is then always ready and when not in use can be flipped up out of the way.

It is 6 by 8 inches in size and sells for \$1.85.

CANADA TO INCREASE EXPORTS TO AUSTRALIA

MONTREAL, Dec. 5.—That Canada will increase her exports of automobile chassis under the new trade agreement with Australia is the opinion of W. A. Craik, editor of Industrial Canada, who has just returned from that dominion. "The American-made cars have the preference in Australia," he said, "and the majority of cars used are from this continent. The tendency under the new agreement should be to divert business from United States to Canadian plants."

CUT GAS TAX

JHANNESBURG, British S. A., Dec. 2 (U. T. P. S.)—Surprise is expressed at the Union government withdrawing the penny a gallon (2 cents) rebate on bulk gasoline entering South Africa, as this seems to be against the avowedly protective policy.

Activities in Accessory Field

ADD TO LINE

DALLAS, Tex., Dec. 5.—The Spencer Company, one of the largest wholesale accessory, parts, electrical equipment and radio houses in the southwest, has taken on a complete line of the Blackhawk wrenches. These are now being distributed to automobile men, garages, etc., in Texas and parts of adjoining states through regular salesmen of the company. It was understood the Spencer Company will announce several other new lines, acquired as a result of a visit to the big show at Chicago as soon as final arrangements are completed.

ON VACATION

NEW YORK, N. Y., Dec. 5.—A. E. Edelstein, salesman for the American Gear Company, is on his vacation in the mountains, to be gone two weeks. This company has the policy of sending its force on vacations during the slack winter season instead of the summer.

MERRIMACK BUSY

LOWELL, Dec. 5.—The demand for Velroy, the upholstering product made by the Merrimack Manufacturing Company of this city, is keeping some of the departments of the company working overtime.

sufficient proportions to warrant full time work in these departments for two or three months to come, officials state.

PREPARING CATALOG

GRAND RAPIDS, Mich., Dec. 5.—A. V. Hall of the Sherwood Hall Company, Ltd., auto accessory jobbers, spent all of last week in Chicago calling on several manufacturers and preparing one of its elaborate catalogs.

TRAVELING RADIO

DALLAS, Tex., Dec. 5 (U. T. P. S.)—Hans Johnsen, accessory and parts jobber of Dallas, Tex., has taken on the Arborphone radio lines and is distributing these radio supplies through his regular salesmen in Texas and parts of Oklahoma, Louisiana and New Mexico. He is carrying a complete line of sets, loud speakers and batteries in stock and making deliveries from Dallas. He reports the radio business is brisk. Hans Johnsen is the second Dallas automotive jobber to take on a radio line this season. Spencer & Co. announced a complete line of sets, loud speakers, batteries and parts of three or four makes a short time ago.

SUPPORT MOVEMENT FOR LICENSING REPAIR SHOPS

ST. LOUIS, Dec. 5.—The St. Louis Automobile Dealers' Association is supporting the Associated Automobile Service Companies of St. Louis, which seeks the passage of a city ordinance licensing automobile repair shops.

A licensing measure is to be introduced to the board of aldermen, which, in the belief of the organization, will be for the good of the trade.

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Gov. Report Shows Bus Equipment From U. S. Popular in Other Lands

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 5.—The growth of motor bus transportation abroad is no less phenomenal than that which is taking place in the United States. In practically all countries where buses can be used the American product is accorded a decided preference.

This is the optimistic note in the second survey of motor bus transportation abroad, as observed by American consuls and commercial attaches in reports to the automotive division of the Department of Commerce.

CANADA

Two thousand buses are now in operation in Canada. Excellent roads in cities and suburbs offer opportunities for expansion of bus transportation. Practically all bus chassis are imported from the United States and bodies built in Canada.

ECUADOR

Most of the buses used in Ecuador seat twenty persons and are on light American chassis. With few exceptions they were imported from the United States.

COSTA RICA

Government officials in Costa Rica are favorable toward road improvements, which, when carried out will mean an improved market for American buses. In Egypt there are now between 800 and 900 buses in operation of the one-ton size. Most of the bodies are built locally, as American bodies compete on a price basis.

FRANCE

There is at present little opportunity for the sale of foreign-made buses in France. Bus transportation is largely in the hands of well-established monopolies which practically prohibit importation of American-made chassis.

FRENCH MOROCCO

Prospects are good for fleet sales of from ten to twelve chassis to operating companies of French Morocco by American concerns, if individual sales efforts are employed.

GUATEMALA

Five and seven-passenger cars, and not buses, are used for cross-country transport in Guatemala, owing to winding, narrow roads. Recently twenty chassis were purchased in the United States, of which fifteen are to be used on street car tracks, to take the place of tram cars.

GULANA

The government-owned railroads in Gulana dominate the bus situation, a levy in annual taxes amounting to as high as \$300 per bus.

HAITI

There are about fifteen bus lines operating in Haiti, but slowly improved road conditions have made the market almost stagnant. The same state of affairs obtains in Jamaica.

NEW ZEALAND

Private bus operating concerns are favorable to the American-made product in New Zealand. However, in most of the larger centers of population the street car lines are operated by the municipalities, curtailing competition in bus lines.

IRELAND

Standard passenger car chassis are generally used in northern Ireland. Some American types are favored, although British buses, built for British Isles trade, are well received. It is not known if any new bus lines are contemplated, but additions to several existing lines are anticipated.

NORWAY

American chassis predominate in all of the important cities in Norway, and there is room for further increase of bus service. Both the authorities and the public favor motor bus extension.

ONTARIO TRUCK FEES TOO HIGH

Toronto, Dec. 5 (U. S. T. P. S.)—The Ontario Truck Owners' Association, at a meeting of the executive committee held recently in the boardroom of the Ontario Motor League, at which Morden Neilson of Toronto, president, occupied the chair, decided to request Hon. George S. Henry, Ontario minister of highways, for a reduction in license fees.

While realizing that the gasoline tax had apparently come to stay and that it would be a difficult matter to distinguish between that used for passenger cars and trucks, members of the association operating fleets of big trucks contend that owing to the heavy consumption of gasoline involved by such vehicles the tax was bearing upon them to a much greater extent than upon the owners of passenger cars. It was therefore decided to seek relief by a lowering of the license fee costs.

It was also decided to request the Ontario Highways Department to endeavor to undertake roadway repair and construction work earlier in the year than had formerly been the case, in order that the necessity for detours during the heavy traffic season would thus be materially lessened. It was stated that the inferior road surface of detours worked a particularly heavy hardship on truck owners, much more so than in the case of the light passenger cars, and the danger of getting stuck en route was the source of considerable loss and expense.

INTERSTATE BUS CO. IN WYO. OPERATES NEW LINE

Cheyenne, Wyo., Dec. 5.—The Interstate Bus Company has started operation on a line from Laramie, Wyo., to Cheyenne and from Cheyenne to Denver, Colo., via Greeley, this company, it is reported, supplants the Royal Blue Lines which formerly operated from Denver to Casper, Wyo., but abandoned its route from Cheyenne to Casper because severe snowstorms impeded the roads, causing the buses to fail to maintain their schedule.

Standard motor truck chassis of 1½-ton capacity are preferred. Good local body-building facilities exist, hence there are few bodies imported.

PERSIA AND SALVADOR

Persia and Salvador are slowly taking up bus transportation, but prospects at this time are poor. In Siam lack of suitable roads limits the use of buses.

SPAIN

Until a year ago passenger cars or light American trucks were used in Spain, but the present trend is more toward specially built truck chassis of 1½ to 2 tons capacity. Spanish-built bodies are high priced and inferior, though less expensive than the American-built body, on account of the high protective tariff.

SPANISH MOROCCO

There is no immediate prospect for the sale of American buses in Spanish Morocco, as a special type of French chassis is popular.

MODERN TRANSPORTATION IN ATHENS. Below is shown one of the motor passenger vehicles which have invaded the classic city of ancient Greeks. Fifteen bus lines operate within its environs.



Buses Now Regularly Established in Athens

Athens, Greece, Dec. 5.—Though it is a long trip from Detroit, U. S. A., to Athens, Greece, and Athens is even a good five days by boat from Marseilles, France, imported automobiles, great and small, are as much an establishment of Athens of today as the Fifth Avenue buses of New York are an institution there.

For every street car line there is a supplementing bus line, and buses serve two districts which no tram lines reach. There are fifteen bus lines in Athens serving the city and suburbs, making runs from five minutes through the business district to forty minutes into the fashionable suburbs. The most crowded lines are those to refugee camps where there are no trams to share the business.

While buses of every condition, size and make are in service, two types dominate—the luxurious "palace" type, in which one faithfully floats over the ground, and the small "get there" kind, used mainly on city streets.

Conspicuous among the former are the French Berliet cars, containing usually six seats, which accommodate four or six passengers each. The majority of the small buses are Fords, with one aisle up the center and one long seat for six or eight persons on either side. Most of them have comfortable leather seats with springs, which must be good to withstand the jars and bumps to which some of Athens's unpaved streets subject them.

A recent innovation on the Paississa line, a twenty-minute run, is the instalment of six swanlike, white, electric buses, two stories high and very comfortable. On their arrival in Athens they created much admiration as they paraded through the main streets.

Considering the original cost of motor cars in Athens—all of which are imported and charged with duty—and the higher cost of gasoline, tires, repairs and parts—fares are low. The tax to the government is 10 per cent. on all

tickets and 100 drachmas—about \$1.50—for each seat per year. For a five or ten-minute run one pays less than 2 cents, while for one of the longest runs, forty minutes, the fare is about 12 cents. After midnight the fare is doubled.

The driver, however, takes no chances on loss through idle capital, calmly refusing to start his trip until he has every seat filled. And he does not have hill-climbing to consider, as the Attic plain, over which the Athens buses ply, is generally level. Often the driver is the owner; otherwise the bus belongs to a small company which operates only part of the stages on one route.

Buses simply start from established corners; there are no depots, waiting rooms or ticket offices, nor are the first passengers select to arrive necessarily those first served. Usually it is a case of survival of the strongest or the street car conductor's apt slogan, "Ladies, step back and give the men a chance."

A recent innovation is the appearance of police at some of the stage "stations" giving out numbers to commuters as they arrive; and though there are wild arguments and wild shovings, the more or less reserved foreigners and less aggressive women alone have a chance of reaching their destinations in fair time and without any broken ribs.

While there are still many needless accidents, they cannot be attributed to ignorance of drivers, as all must be trained in a chauffeur's school and must pass a practical examination by a government inspector.

This is truly a test, since the road over which they must drive is so full of sharp, narrow turns and bridges, deep chuck holes and loose planks that the driver must at times come to a dead stop and then ease his car over if he wants a spring left when he reaches Piraeus, his destination. All drivers must carry their diplomas with them, and are liable at any time to be stopped by a traffic policeman and asked to produce them.

U. S. Mail Truck Garage at Norfolk

Norfolk, Va., Dec. 5.—Recognition of the part the motor vehicle plays in the transportation of the mails has led to the operation of the government garage at Norfolk, serving as headquarters for repair work of United States mail trucks operating in twelve Virginia and Carolina cities, according to John E. Milan, superintendent of the mails in Norfolk.

"With fifty-two trucks in the mail service here few people realize that the United States government operates the largest garage in the city and probably the largest in the South," said Milan. "It contains 18,000 square feet of floor space and can accommodate 100 trucks easily.

"It is equipped with every mechanical device for overhauling and

GERMAN DUTIES ON AUTOS HIGH

But U. S. Imports to That Country Total 1,661 in 7 Months

By JOHN D. LONG

NEW YORK, Dec. 5.—Dr. von Lewinsky, the new German consul general at the Port of New York, is strongly desirous of developing closer commercial relations between his country and the United States.

He states that German manufacturers have been much concerned over the inroads of American automotive products in the German market. The duties at present are very high, being at the rate of 250 marks per 100 kilos weight. However, beginning July 1, 1926, these duties will be progressively reduced until by 1928 they will be only 75 marks per 100 kilos. The duty on automobile parts is at present 150 marks per 100 kilos.

In reply to a question as to the condition of the automotive industry in Germany, the consul general said: "Not counting those employed in making tires and other accessories, about 10,000 persons are employed in the motor vehicle industry in Germany."

Our readers will see how small the industry is in Germany in comparison with its development in the United States. The high tariff already referred to is a measure of protection, as the consul general assured the writer. He also stated that this country enjoys the protection of the "most highly favored nation" clause in its commercial relations with Germany.

"We use much benzol," said Dr. von Lewinsky, "in the operation of our motor vehicles, finding it fully equal to gasoline, of which we also produce considerable quantities. The benzol we drive from our coke ovens. Alcohol is also used to a considerable extent as a motor fuel, and works very successfully."

The consul also spoke of the fine roads to be found everywhere in Germany and the courtesy accorded motor tourists whose cars are admitted on bond and which are not required to be insured as is the case in some other countries.

Germany is a highly technical country and one would not expect to find there a good market for American automotive products. Besides there is the handicap of a high, in fact a very high tariff, and yet during the first seven months of this year we sold Germany 1,661 cars valued at \$2,185,156.

Our 1924 sales in the same market were: Passenger cars, 2,347, valued at \$2,723,991, and 47 trucks of value of \$52,935.

Considering that before the war we were having difficulty meeting German competition in the automotive field in such countries as Brazil and the Argentine, it seems strange that Germany now has to protect her home market from our competition by means of a high tariff. Of course, the answer is quantity production and the resulting low prices of American automotive products.

Germany is a prosperous and highly developed country mechanically. It is also a country of splendid highways ramifying in every direction. And yet Germany is only partially motorized, having only a total of about 220,000 motor vehicles to 60,000,000 people, or one automobile to every 272 of the population. We have more than 18,000,000 motor cars, or one to six of our population. Before the saturation point is as nearly reached as here, Germany will have to possess forty-five times as many cars as she has now.

Although it may appear a little like "carrying coals to New Castle," it would seem as though the American manufacturer should be able to sell a big number of cars in Germany, particularly as the tariff is now coming down.

Emphasis on One Line of Good Tires Best Method, Dealers Seem to Agree

(Note: This is the first of a series of articles giving dealers' views on the advantages of carrying either one or several lines of tires.)

KANSAS CITY, Dec. 5.—The majority of tire dealers in Kansas City believe that more than one line of tires is necessary to meet competition and the demand of customers. Most of these agree, however, that it is good business to concentrate advertising on one line.

In contrast with this view some of the most successful tire dealers here declare concentration on one quality line is the only way to success—and back up their argument by pointing to their business:

A. W. Daily of the Daily Tire Company says it has been his experience that it pays best to have two lines of high grade tires and then pick up bargains in cheap tires to sell to those who demand them. "Many customers buy good tires for their wheels and a cheap tire for a 'spare'—this because of frequent thefts," Daily said. "I find that it pays to have two standard lines of tires, concentrating your advertising on one of these, perhaps, and then, when you can't sell the quality tire, having a cheap one to sell. It requires more capital to do this, but I find it essential."

J. E. Schneider of the Westport Tire Company says he finds it a necessity to have two lines of tires. "I sell a high grade tire and push it. All my advertising is on this high grade tire, but, when a customer insists, I have the cheap tire for him."

The Hoole Tire Company has found more than one line of tires necessary to meet the demands of their trade. "We carry a high grade line and then pick up bargains in cheap tires," a member of the sales force said. "We try to sell the quality tires, but there always will be customers who demand cheap tires. If we don't have them we won't buy from us, and the chances are we have lost a customer."

The H. W. Kinsey Tire Company also has found more than one line of tires necessary to meet the demand of customers. "I carry one line of high grade tires and a stock of cheaper tires to sell when a customer demands a price tire rather than a quality tire," Kinsey said.

The E. J. Dougherty Tire Company handles two high grade lines of tires, and also carries a stock of cheap tires. "We have the exclusive Kansas City agency for a high grade tire, and advertise and push that tire," W. H. McNamara of the company said.

Contrasting these views is that of William Von Kothen, president of the Van Tire Company, and Mrs. J. F. Clinton, manager of the Clinton Tire Company.

Von Kothen declares that concentrating on one line of tires is the only sensible way to do business, that it eliminates "lost motion" in salesmanship and builds up a business of reliable customers.

"We sell what we believe is the best line of tires made. We are 'sold' on our own line, concentrate our advertising on them and have no inferior tires to detract us in making our sales arguments. We have built up a trade where our customers refuse to buy cheap tires. They buy mileage. A quick profit taken on a cheap tire just to make a sale is really a knock on your business, and will mean a loss later on."

Some Favor Several Lines to Meet Demand

Trenton, N. J., Dec. 5.—Trenton tire dealers do not believe that it is a good business policy to carry but one line of tires. Israel Richmond, proprietor of Richmond's tire shop, said: "We carry two different makes of tires so that both kinds of customers will be pleased. We carry a high class tire and a cheaper

grade. We know we can recommend the higher priced tire and win customers by it. But on the other hand some autoists want a cheaper grade and will only pay so much for a tire."

Capitol Tire and Rubber Company: "To build up any trade you must have different kinds of goods. Retail stores selling other merchandise do not confine their lines to one kind exclusively. If a man does not care to buy one grade of tires there is always a possibility of selling him another kind."

Single Line Must Offer Sufficient Latitude

Evansville, Ind., Dec. 5.—Provided a tire line offers sufficient latitude in price to suit buyers of varied means, concentration by the dealer on one line of tires is more to his advantage by far than carrying two or three lines would be. That is the conclusion reached from interviews with nine of the leading tire dealers of this city.

"I do not believe that any dealer can do as much business in handling two or more lines as when he devotes all his attention to one brand of tires," said Fred Kixmiller, president of the Kixmiller Tire Company. "It takes enough money today to look after one line of tires, due to the many sizes which must be carried in stock. The average dealer cannot carry a complete assortment of any one line where he has too many irons in the fire. He is obliged to tie up too much money in the business, thereby assuming a twofold or threefold risk. I certainly believe that concentration on one line is the best for good business."

"Carrying more than one line of tires lessens one's enthusiasm in the merits of each, and a dealer can hardly sell that in which he has no faith," said Jean Wiseman, manager of the Wabash Valley Motor Company. "Concentration on one line of tires is the ideal condition for the greatest volume of business, if the dealer believes in his line. A good line of tires embraces a sufficient number of quality grades to meet the pocketbooks of several classes of buyers. If he is looking for economy, the buyer may obtain cheaper lines of the same make. I can see only one line of tires to the dealer for successful merchandising."

The opposite opinion is expressed by Charles Leggett, Jr., manager of C. Leggett & Son, dealers who carry two lines.

"Whole-hearted attention to the one line is much easier," Leggett said. "Where there are too many varieties, the dealer loses sight of many details that have a good bearing on sales." With the Leggett firm one cheaper line is carried to meet trade demand that is not covered by the other.

A. W. Epperson, manager of Epp's Tire and Accessory Shop, which represents three makes of tires, does not see that representation of more than one line makes much difference to the dealer, where lines are added to meet a particular demand.

"Some people look for cheaper quality than may be obtainable in one particular line," Epperson said. "However, in a general way, I believe one line is better where that line is complete; that is, comprising both high grade and a cheaper quality. I have been a one-line dealer until last

year. One is not so likely to lose sales with one line. The customer begins to hesitate when we offer two or three lines. This will often cause him to defer making a purchase."

"It would have to comprise both a good line and a cheaper one," said Chester (Bill) Hoover, proprietor of Bill's Accessories, one of Evansville's largest retail dealer agencies. Hoover carries two brands and sees no more disadvantage to a dealer by this arrangement than it would be to a jeweller carrying several makes of watches. With only one line sales volume would be considerably limited, he believes.

Lack of co-operation of manufacturer with dealer hinders the advantage to the latter in confining himself to one line, is the opinion of E. M. Schwartz of the Day-Schwartz Tire Company. "The single line is a good thing for the manufacturer, but not so good for the dealer."

"The dealer can do better by keeping to one line," said Joseph M. Moutoux, manager of the Moutoux Auto and Machine Company. "You can keep a greater variety of sizes in this way. You distract the customer when you switch off from one line to another, and this does not help sales. It may be good sometimes to handle higher-priced as well as cheaper tires where general needs are not satisfied in one make. But I believe one line is best."

Quebec Government Not to Tax Balloons

MONTREAL, Dec. 5.—The Automotive Daily News is informed that the Quebec provincial government has abandoned its intention to place a tax on balloon tires. In view of the fact that balloon tires provide more protection to the roads, just as they do to the vehicle and its load, than do high pressure tires, because of their greater area of road surface, and greater capacity to absorb shocks, a tax penalizing them would have a boomerang effect on the province imposing it. It is to the interest of the province, which builds the roads, and the municipalities which pay for their upkeep, to encourage the use of the kind of tires which do least damage.

DEMAND INCREASES

SALEM, O., Dec. 5.—Production at the plant of the Salem Cord Tire Company is up, with the year drawing to a close, officials said last week. This factory recently was enlarged and production doubled. It is planned later to go into the manufacture of hard rubber products. Tubes also will be made, it is announced. The Salem factory has not been closed a day for several months.

OHIO TIRE PLANTS RUSH PRODUCTION

Steady Output Through Winter Months Indicated

CANTON, O., Dec. 5.—Operations at the plant of the Triangle Tire and Rubber Company, largest tire making plant in the immediate Canton district, continue at peak, with the daily production averaging 400 tires, according to M. C. Wyatt, general manager of the local concern.

"We have sufficient business on hand now to insure steady operation of the factory throughout most of the winter," he says.

The Triangle plant a few weeks ago increased its production schedule in order to meet demand for its products, officials of the concern said last week.

MONARCH PLANT BUSY

Production at the factories of the Monarch Rubber Company at Hartville, near here, has been increased to 350 tires a day, officials of the concern said last week. Future business will insure steady operation of the factory for weeks to come. Production at the present time is the greatest in many months at this plant.

—and Mr. Williams of Hayes Reads the A. D. N.!

HAYES WHEEL COMPANY

JACKSON — MICHIGAN



October 26, 1925.

Mr. Alexander Johnston,
Editor, Automotive Daily News,
1926 Broadway,
New York City, N.Y.

Dear Sir:

With reference to your favor of the 21st, would state that I am only too pleased to write you endorsing the Automotive Daily News. It is very interesting and really of great value to everyone in the automotive industry. It meets a real need in the industry, and I am certain that its future can only be successful.

MSPW/F

Very truly yours,

M. S. P. Williams
M. S. P. Williams, Jr.,
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Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below—

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Gas Tax Collections Reaching Big Totals

Spartanburg, S. C., Dec. 5.—Gasoline tax collections during the month of October on gas sales made in September amounted to \$271,728, according to figures just made public by State Treasurer Carter. This represents a slight decrease from the amount collected last month, the total for August sales being \$402,256.

The gasoline tax money is distributed between the State Highway Department and the counties. Three-fifths of the total goes to the highway department, two-fifths to the counties. The highway department received of the November distribution, which is from the tax on September sales, the sum of \$222,899. The counties received \$148,599.

TAX AVERAGES \$7.50 A CAR

Minneapolis, Minn., Dec. 5.—The Minnesota gasoline tax this year will take less than \$7.50 from the average motor vehicle owner, buses and trucks included, according to an estimate of the state automobile association.

The average gasoline tax rate is now 2.4 cents a gallon. Minnesota and twenty other states have a 2-cent tax, while the rates are 3 cents in thirteen states, 3½ cents in two states, 4 cents in three states and 2½ and 5 cents, respectively, in two other states. Illinois, Massachusetts, New Jersey and New York are the states without the tax.

The gasoline taxes are taking a little money each from a large number of car owners and greatly increasing funds for good roads to reduce auto running costs over the United States, the department bulletin states.

SET ASIDE REFUNDS

Fargo, N. D., Dec. 5.—Oil and gasoline taxes collected during September totaled \$92,003.58, the highest in the history of the state, according to statistics compiled by C. A. Fisher, state treasurer. The increased number of automobiles and trucks in operation and the greater use of each motor vehicle because of improved roads is the reason for the increase.

Of the \$505,568.84 collected in oil and gasoline taxes for the first nine months of 1925, \$200,000 will go to the state general fund, and \$15,000 will be set aside for refunds to persons who have made overpayments on such funds, and the balance will be used in road maintenance work.

The collections by months for 1925 are as follows: January, \$23,330.47; February, \$38,164.09; March, \$27,185.96; April, \$61,780.33; May, \$54,317.33; June, \$45,208.07; July, \$76,377.45; August, \$87,201.06; September, \$92,003.58; which shows the marked increase month by month of the amount of gasoline and oil sold.

TESTING GASOLINE TAX LAW

Portland, Ore., Dec. 5 (U. T. P. S.).—Tax collected on the gasoline levies, for motor vehicles, for the first ten months totaled \$2,347,650.68, according to the report just released by Secretary of State Sam A. Kozer.

The Oregon gas tax is raised by charging a tax of 3 cents per gallon when the motor fuel is sold to the consumer at the filling station. The constitutionality of the tax is now being challenged by an organization of motor truck and bus operators.

The 1924 gasoline tax receipts totaled \$2,672,461.98; the 1923 tax amounted to \$2,057,140.31, and the 1922 tax, \$1,183,726.41. The amount raised by the tax is used for the maintenance and upkeep of the state highways.

N. J. OPPOSED TO TAX

Trenton, N. J., Dec. 5.—Gov. George S. Silzer has announced his opposition to the proposed two-cent gasoline tax for the state of New Jersey. The last legislature passed three gas tax bills which were vetoed by the governor. He anticipates that the gasoline tax enthusiasts will have the

measures reintroduced in the 1926 Legislature, but has taken the stand that New Jersey favors tax reduction and not an additional tax burden.

The fact that forty-three states have gasoline tax laws is no reason for New Jersey to join the march, the chief executive pointed out. As to the plea that the anticipated revenue of \$3,500,000 from the gasoline tax may be devoted to road building purposes, the governor said only \$16,000,000 of the \$40,000,000 bond issues for highways has been spent.

The state, counties and municipalities are spending \$26,000,000 a year for roads and that sum represents probably all that can be used economically, the governor declared.

"When the time comes for the raising of additional funds," he said, "we should meet that demand by a direct and not an indirect tax. If we need new state revenues to be used for the benefit of all the people of the state, why should the motorists alone pay for it? It is said that there will be a reduction in the motor vehicle fee, but the figures seem to indicate that while there is a reduction of about \$1,000,000 in motor vehicle fees there is an increase of \$3,500,000 in gasoline tax, which surely is not a tax reduction or economy. It means that somebody must pay the additional \$2,500,000. That somebody, no doubt, will be the man who lives here all the time and buys his gasoline here."

SOUTHERN BUS OWNERS MEET

Pass Resolution for Good of Industry At Dallas

Dallas, Tex., Dec. 5 (U. T. P. S.).—The first annual meeting of the Southern Bus Owners' Association was held here last week with 400 auto bus owners in attendance. The delegates came from five states, and represented bus lines traveling over 40,000 miles.

The bus owners mapped out plans for better service to the traveling public and went on record against auto business lines being controlled by the state railroad commissions.

The first meeting of the bus owners brought adoption of resolutions pledging the members of the association to the employment of first class drivers, operating buses on a regular schedule, keeping the people acquainted with the schedule, disregarding profits on any particular trip in case of a breakdown through blanket orders to drivers to get passengers to their destinations by hiring other cars, etc.; maintaining general headquarters where a staff of clerks will be kept for the purpose of keeping the bus owners and the public acquainted with each other's interests, and to battle unnecessary taxation.

The organization, so far as Texas owners are concerned, is ready for a court fight to prevent buses being regulated by the state railroad commissions.

WASHINGTON STATE HAS AUTO LEGISLATION IN HAND

Olympia, Wash., Dec. 5.—Motor vehicle bills that have been introduced at the special session of the State Legislature now in progress include the following:

House bill No. 141, requiring carrying of insurance by state and counties on public bus lines.

House bill No. 142, exempting motor vehicles owned by township organizations from payment of license fees.

House bill No. 133, prohibiting sale of prison-made goods, excepting jute bags and automobile license plates, unless properly fumigated, and requiring that they be labeled "convict made."

LIEUT. THOMAS K. MATTHEWS of the Ninety-fifth Pursuit Squadron, at Selfridge Field, with his Marmon car and the plane that carried him to victory in the Mitchell trophy race at a speed of 161.47 miles an hour.



UTAH GIVES DATA ON LAW CHANGES

New Rulings Differ Radically From Old Laws

Salt Lake City, Utah, Dec. 5.—The secretary of state's office is already calling the attention of motor vehicle registration authorities to the new automobile law which goes into effect on January 1 next. The law set aside the present motor vehicle statute providing an inspection of cars, and in not a few respects it differs radically from the old law.

When new cars are registered hereafter the dealer making the sale must forward to the secretary of state a certificate as evidence of the transaction. If the desire is to have the dealer secure the license for the patron, he is authorized to issue a duplicate certificate to the purchaser which shall be valid for 10 days providing that the dealer has applied for the license before the duplicate is delivered.

License plates, once issued to a car, remain with the vehicle for the entire year, regardless of any change in the ownership. Instead of effecting a transfer of the license, the new law provides for a transfer of certificates where the title passes, and the party securing the new certificate must pay a \$1 fee for the new registration.

Motorists will also be required to pay this fee in the case of a duplicate certificate being necessary through the loss of the original.

All foreign vehicles must hereafter be registered with the secretary of state within ten days after their arrival within the state bounds. This registration is issued for \$1 and is good for the operating of the car in Utah for a period of six months.

Metal containers for attaching the certificates of registration to the automobiles have been ordered, similar to those now used in the state of California. This certificate is issued to establish the proper registration and ownership and is certified to by the secretary of state. License fees on passenger cars are unchanged.

MORE THAN 300 DELEGATES ATTEND HIGHWAY MEET

Washington, Dec. 5.—The fifth annual meeting of the Highway Research Board, with more than 300 delegates in attendance from all sections of the country, concluded its two-day session here Friday afternoon.

Contact men from state highway commissions and engineering colleges make it possible for the board to co-ordinate highway research work, it was developed in the discussions.

BUYS AUTO TOP SHOP

Santa Monica, Cal., Dec. 5.—J. H. Johnston, who conducted an auto top shop for five years in Anaheim, Cal., has purchased the auto top shop of William H. Campbell, located in the Pacific Garage, 1424 2d St.

AUTO SALESMEN PAYMENTS VARY

Most Charlotte Dealers Favor Commissions, Survey Shows

Charlotte, N. C., Dec. 5.—Inquiry reveals that the establishments here engaged in the automotive trade utilize a number of methods in paying their salesmen, but the favorite method among the automobile dealers and their salesmen is the commission. Almost all the concerns allow their salesmen fixed drawing accounts and some are paid bonuses at stated intervals.

The policies of the accessories jobbers apparently favor paying the salesman by a method in keeping with the nature of his work, and some are paid salaries, while others are paid a commission, with drawing account and expense account allowed.

The drawing accounts are paid weekly almost without exception, though some of the houses, including accessories jobbers and automobile dealers, make the commission settlements monthly and others weekly.

Very few automobile salesmen here are denied a drawing account, and these, it appears, are men whose experience is such that they are regarded as being worthy of trials, but who are not regarded as being sufficiently well trained to justify the dealer in placing them on the payroll.

Several automobile dealers discussed in a general way, in the course of interviews, their rather intricate systems of determining the percentage of the salesman's commission when the sale of a used car is involved in the sale of a new car. The policy of requiring the salesman to sell the used car before he will be credited with the full amount of the commission for the sale of the new car involved in the trade is popular. In such cases, no commission is paid on the sale of the used car.

Those dealers maintaining used car departments and regularly employing salesmen for these departments give their salesmen of new cars about as favorable terms of payment as do those concerns which require the same salesman to meet prospects for both new and used cars. The theory of the establishments operating the used car departments is that the increased efficiency of the new car and used car departments is equitable compensation to the establishment for the expense of the used car department.

The motor truck dealers appear to be unanimously in favor of paying their salesmen on a commission basis, with drawing and expense accounts allowed, the latter being only allowed those whose duties take them beyond the city.

Opposes City Entering Gasoline Business

Hartford, Conn., Dec. 5.—Mayor Norman C. Stevens has gone on record as being opposed to the city entering the gasoline business, for which a municipal gasoline filling station would be the first necessary step. Such a station if opened might at any time by vote of the board of aldermen be opened to the public in case the high retail price of gas should make such a move advisable.

S. A. E. to Discuss Cylinder Boring

Special from A. D. N. Detroit Bureau

Detroit, Dec. 5.—A discussion of the best method for producing a proper surface on a cylinder bore, at a reasonable price, will form the subject at the meeting of the Detroit Section, S. A. E., in the General Motors Building, Detroit, Thursday evening, December 17. There will be several speakers who will describe various processes for cylinder treatment.

Among them are D. R. Wilson, vice-president and general manager of the Wilson Foundry and Machine Company, Pontiac, Mich.; George D. Babcock, Dodge Bros. Inc.; V. M. Smith, Continental Motors Corporation; Victor Colliou, tool engineer, Paige-Detroit Motor Car Company; L. M. Converse, chief tool designer, Hupp Motor Car Corporation. Representatives of Chrysler Corporation, White Motor Company and the Lincoln division of Ford Motor Company are also expected to talk. There will be general discussion.

SCHNEIDER WITH OAKES

Detroit, Dec. 5.—L. J. Schneider, formerly sales manager C. G. Spring and Bumper Company, has been made sales manager of Oakes Company, a Martin-Parry subsidiary.

Small Tractors Being Used to Tow Barges

Special to the Automotive Daily News

PARIS, Dec. 5.—In northern France and Belgium, as well as Holland, much of the slow goods traffic is done by barges on narrow canals connecting the various natural waterways, and it is possible to reach all important towns by water.

The gasoline motor is going to give it added impetus if the tests now being made of automotive towage are as successful as they seem to promise.

Tugs cannot be used to advantage outside of the big trunk canals and rivers. The churning of the water by their propellers is too destructive of the banks of the narrower waterways.

Farm tractors of the wheel or caterpillar type were put in service, pulling barges in exactly the same way as horses, donkeys and

even oxen have been doing for centuries. They proved too destructive of the towage path and were ruled out.

Motor trucks mounted on rubber tires could not be steered properly on account of the side draft of the tow line and were too cumbersome.

The situation was considered as practically hopeless when a canal engineer struck the idea of trying the small 10-horse-power rubber tread caterpillar machines of the type now so popular for army work.

The results have been most gratifying, not only in actual towage work, but also through the ability of these small tractors to run across country and over ordinary roads when the necessities of the work call for their changing from one canal to another.

Dealers Oppose Deferred Payment on Repairs

Would Further Strain Credit Fabric of Nation, Say Some

BUFFALO, Dec. 5.—Judging from a survey made here today among some of the leading car distributors and used car dealers, there is little sentiment for selling repairs and service on a deferred payment basis, copying after the practice established by some painting contractors, roofing supply dealers and heating equipment firms.

In the opinion of Buffalo car dealers, the plan would not work out successfully and would only add a further strain to the credit fabric of the nation, which already is too strained for safety.

The distributors even doubt that granting this additional boon to car owners would stimulate business to any extent.

They seem to feel that if a man cannot afford to pay cash down, or at least pay up within a limited time for repairs and service, he cannot afford to own a car.

As a matter of fact, most distributors find they have to give credit in some cases. Usually the granting of credit is confined to established customers of whose ability to pay the dealer has no doubts.

The tendency is to discourage even this departure from the pay-as-you-go policy. But often where the dealer knows his customer well the job is billed to him with a cash discount for payment within ten days or something of the sort and then if payment is not made for thirty days or thereabouts nothing is said, for the customer pays the penalty in passing up his discount.

"I'd hate to see such a practice established," said Lee F. Sheldon of the Edward H. Baker Corporation, Chrysler distributor.

Mr. Sheldon's thought is that if a man's salary is not large enough to enable him to make his payments on a car he has bought on time and also keep the car in repairs on a cash basis he should have bought a cheaper car.

The Baker Corporation has what is known as the Baker Service Club, which has some 400 or 500 members, all Chrysler owners. Members of this club understand that they can have repairs and service performed and be billed for the same on a thirty-day basis. But all billings are subject to a 5 per cent. discount for payment within ten days, so that it pays the customer not to take the longer time.

Ned Oliver of the Hudson-Oliver Motor Company would not care to see this thing come about. There is too much credit in the repair and service end as it is, he says.

Even when the automobile distributor does the best he can to have repairs and service on a cash basis, many people will get their repaired cars out without paying, usually on promises. Then when the time comes to pay they find themselves able to pay only a part of the bill, and often it takes three or four installments to complete the obligation.

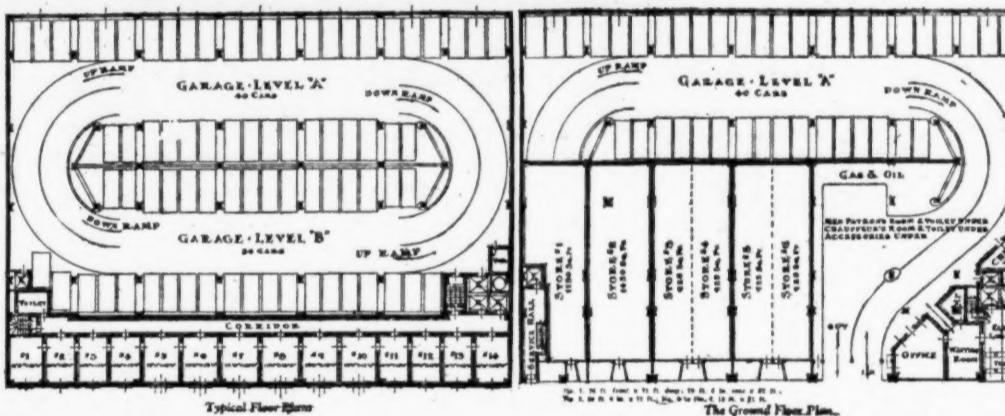
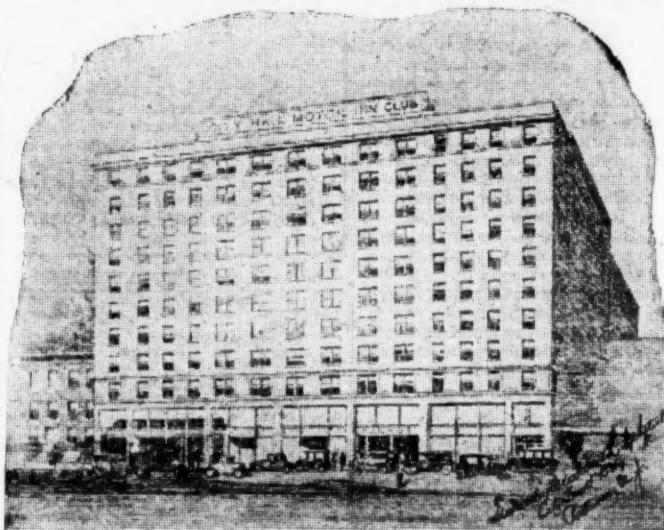
Advertising to do repairs and give service on any deferred payment plan would be bad for the business, Mr. Oliver says. For one thing, the distributor would only pile up a lot of credits without security and in the case of a business depression would be left holding the bag.

H. R. Bernhardt of Bernhardt Motors, Inc., believes it would be a money-losing proposition all around for the dealer.

"Sometimes when a man has had a bad accident he needs a little credit because of the unexpectedness of the thing," Mr. Bernhardt remarked.

I have always followed the practice of cash on a delivery. I find that the few cases we have ever had of complaints regarding

Newark to Have New Type of Garage



NEWARK, N. J., Dec. 5.—The last word in convenience for the business man was sounded at Newark yesterday with the development of plans for an eleven-story combination parking garage and office building with accommodations on the top floor for club purposes.

It is the plan of the promoters of the venture to construct the building that one may virtually drive one's car to within a few feet of the office door. This convenience will be accomplished by means of ramps through the center of the building.

This unique building will be on Hill Street, opposite the City Hall, and in the heart of the city's business center. The property upon which the structure will be erected has just been purchased by the Newark Motor-Inn Corporation from William E. Lehman and it is planned to begin tearing down the garage and three-story brown stone building on the property within the near future. It is hoped that the building will be ready for occupancy by October 1 next.

Some idea of the size of the proposed structure may be gained from the announcement

service or repair work we have done come from those few people to whom we have on rare occasions extended credit. As soon as a man owes you money he'll find fault with the job you have done, usually as an excuse for not paying you more promptly."

Montreal Dealers Opposed to Plan

MONTREAL, Dec. 5.—Can automobile dealers sell repairs and service on a deferred payment basis successfully? The answer received from a number of Montreal dealers is no, the opinion being general that there is quite enough credit business done in the selling of the car itself, and were the way opened to a fur-

ther increase of this accommodation it would take a large financing corporation to look after the paper.

Likewise it would lead to unwarranted extravagance on the part of the average car owner, says F. H. Jeffrey, manager of Cadillac Cars, Ltd., for, if it were thought that the most minor defect could be regulated and the bill settled at some future time, there would be a constant stream of owners seeking services which are at present performed by such owners individually.

Furthermore, says T. F. Just Motors, Ltd., it would be extremely difficult for the dealer to collect many of these accounts; there would probably be an ever-increasing number of re-

GARAGE DE LUXE — Architect's conception and plans of eleven-story combination parking garage and office building to be constructed in Newark, N. J. Office tenants will be enabled to drive cars within few feet of their office door regardless of where located, if present plans materialize.

Would Encourage Reckless Buying, Is Opinion

er and customer is to do a cash business.

It is thought by those interviewed (at least by some) that there would probably be some added stimulus to winter trade in the repair and service field were there to be a general system of time payments in connection therewith, although it is freely predicted that many accounts by spring would be uncollectable by reason both of the financial embarrassment of the customer and from other causes.

"I cannot see that there would be any benefit to the dealer," said Mr. Sullivan, manager of the Montreal office of Generoux Motor Company, Ltd., when asked as to a reasonable extension of time payments for servicing and adjustments.

"It might undoubtedly be an advantage to the purchaser of a car or truck," suggested Mr. Sullivan, "but then, again, I think that any further extension of credit in the automobile business very unwise to both seller and buyer. The former cannot afford to sell service and adjustment on credit; in other words, to finance the sale and then keep the car running out of his own pocket. As for the purchaser, any further extension of credit would certainly not be in his interest."

"As it is, entirely too many people who own automobiles today, or at least have the use of them until their payments are met, are neglecting to pay the grocer, the butcher, etc., in an effort to meet their notes falling due on automobiles."

"In my opinion, any further stretching of credit would simply allow many people to attempt to take on more than they could pay. Nor do I see that it would help the used car problem—in fact, payments on time, even a reasonable time, for service on used cars might involve a greater loss than on new cars, although there are exceptions—namely, bona fide purchasers of new and used cars of good financial rating."

"Of course, this is entirely a matter of your own interest," said J. T. LeDuc of the Willys-Overland Company, when asked as to a purchaser paying out a sizable sum for repairs on an old car or turning in the old car and getting a new one.

"I do not see that deferred payments on repairs would be of benefit to the situation either from the owner's point of view or from that of the dealer."

"As it is, there is very little margin to trade on and I can see no advantage accruing to our business in any further extension of credit, either in the actual sale of cars, new or used, or in having deferred payments for repairs."

"If the plan is admitted at all, thirty days would be the maximum extension and then to those of recognized financial standing only."

Plan Not Favored By Cohoes Dealers

COHOES, N. Y., Dec. 5.—Cohoes dealers are unanimously opposed to the deferred payment plan on repairs to automobiles, although the system is in effect in some cases where the car owner's credit is known to be good. Among the dealers voicing objection to the plan were Hunter & Fonda, Inc.; J. J. Cunningham & Co., Paul J. Krug Company and the Frank J. McGarry Company. These dealers feel that the system would not stimulate business, as many car owners store their cars during the winter and consequently there is a falling off in the repair business.

Personal Paragraphs

HENRY GETS NEW YORK POST

Toledo, O., Dec. 5.—Harry R. Henry, retail sales manager of the Willys-Overland Toledo branch, has just been promoted to the New York city branch, where he will have charge of sales promotion. He will be succeeded at the Toledo branch by F. L. Beeby of Detroit, who was formerly manager of a Willys-Overland dealership in that city.

PHILIPS RETURN HOME

Grand Rapids, Mich., Dec. 5.—W. K. Philip of the W. K. Philip Motor Company, Dodge Brothers dealer, has just returned from an eight-week trip to Florida. He was accompanied by Mrs. Philip and their three children.

FENER ENDS TOUR

Elizabeth, N. J., Dec. 5.—D. C. Fenner, manager of the public works department, Mack Trucks, Inc., and chairman of the motor vehicle conference committee, N. A. C. C., is back from an extensive tour of the Central and South American countries, where he spent three months in inspecting and studying progress and methods of road construction. This was at the invitation of the Pan-American Highway Association, and the principal cities he visited were Valparaiso Rio de Janeiro and Buenos Aires.

ROACH IN DETROIT

Newark, N. J., Dec. 5.—Charles Dallas Roach, advertising manager of the De Cozen Motor Car Company of this city, distributor of Chrysler cars, has gone to the factory at Detroit in an endeavor to have the factory ship more cars here.

G. L. KICE DIES

Henderson, Ky., Dec. 5.—George L. Kice, Sr., 57 years old, manager of the Kice Motor Company, Buick dealer here, is dead. He is survived by his widow and two daughters.

POLLAND MADE MANAGER

Decatur, Ill., Dec. 5.—O. E. Polland has just become head of the used car department of Rewerts & Ehler, Hupmobile dealers, at 341 East Main St.

EASTER BACK ON JOE

New York, Dec. 5.—C. E. Easter, manager of the used car department of the Oldsmobile Company, 223 West 58th St., is back at his place of business after a three weeks' absence due to an operation.

PHILLIPS TO SELL NASH

Portland, Ore., Dec. 5.—Edwin Phillips has just joined the staff of

EACH DAY during the National Automobile Shows at New York and Chicago, thousands of retailers, wholesalers and manufacturers will find it possible to keep in touch with the happenings there.

They will do it by reading The Automotive Daily News!

Show news will intensify Reader Interest.

HERE IS REAL "OPPORTUNITY" FOR THE DISCERNING AUTOMOTIVE ADVERTISER!

the East Side Nash Company as a salesman, J. E. Maxon, owner and manager, announces.

FROST BOSTON MANAGER

Portland, Me., Dec. 5.—Percy E. Frost, who for the past seven years has been manager of the Franklin Service and Sales Company in this city, has just been appointed manager of the Boston office of the same company. He was with the Franklin concern in Boston for six years previous to his coming to Portland. H. F. Godfrey, who has been with the local branch seven years, has been appointed to the vacancy caused by Mr. Frost's transfer.

LAING FATALLY HURT

Seattle, Wash., Dec. 5 (U. T. P. S.)—Death of Benjamin W. Laing, 45 years old, operator of Laing's garage on Judkins Street, was caused by injuries received in an automobile accident near Vancouver, Wash. His mother was fatally injured, and his wife and son also received injuries.

RUMNEY IS RECOVERING

Detroit, Dec. 5.—Mason P. Rumney, vice-president Detroit Steel Products Company, is expected back at his desk December 7, after an appendicitis operation performed at the University Hospital, Ann Arbor.

Dealer Activities

OAKLAND CHEVROLET FIRM TO LOSE MERGUEIRE

Oakland, Cal., Dec. 3.—Earl Merguire of the Merguire-Ritchie Chevrolet Company of this city is withdrawing from the organization and will affiliate himself with Western Motors of San Francisco. Tom R. Johnson, one of the oldest men under the Chevrolet banner in the West in point of service, is said to be negotiating now to take over Merguire's interests. Mr. Johnson comes from the Anderson Smith Motor Company, Chevrolet dealer in San Francisco, where he has been doing sales promotion work for the past few months. Prior to that he was connected with the Chevrolet dealership in Hollywood. Willie Ritchie, the other member of the local firm, in addition to his Chevrolet dealership here, has a going tire concern in San Francisco.

SPOKANE DEALERSHIP BOUGHT BY HOTCHKISS

Spokane, Wash., Dec. 5.—A Hudson-Essex dealership has just been opened here by Roy E. Hotchkiss, formerly with Trenary Sales and Service, Inc. He purchased the Auto Sales Company, changing the name to Hotchkiss Motor Company. His location is 712-14 West 2d Ave.

WILL OPEN PAIGE-JEWETT FIRM IN COLUMBUS, NEB.

Columbus, Neb., Dec. 5.—G. A. Jones and D. C. Amos, both of Lincoln, Neb., are remodeling a local garage building and will open a Paige-Jewett dealership here.

GLENDALE DEALER PUTS UP BIG CHRYSLER SIGNS

Glendale, Cal., Dec. 5.—Lyman P. Clark, president of the Glendale Motor Company, has just installed two large electric signs on top of his building, carrying the name "Chrysler" in six-foot letters. The signs can be seen for a mile up and down the main boulevard.

BUYS HALF INTEREST IN KENTUCKY FORD FIRM

Bowling Green, Ky., Dec. 5.—Cliff Claypool of Morgantown, Butler county, has just announced that he has purchased a half interest in the Robey Motor Company, Ford distributor for Simpson county, at Franklin, Ky. Mr. Claypool is a prominent business man of Morgantown.

TO SELL CHEVROLETS IN SOUTH ORANGE, N. J.

South Orange, N. J., Dec. 5.—E. V. Chapman, formerly sales manager for the Lindsley Chev-

Plan Series of Sales Congresses

Kansas City, Mo., Dec. 5.—A session of the National Automobile Dealers' Association sales congress will be held December 11. The meeting will be one of a series being held in cities throughout the country by the national association. The object of the meetings is to improve merchandising conditions in the automobile industry to bring about better relations between dealers and the automobile buying public throughout the country.

The list of speakers will include H. D. Bullock, San Francisco, sales manager; Lynn M. Shaw, St. Louis, assistant general manager of the association; Edward Payton, Cleveland market analyst, and A. R. Kroh, Chicago, sales specialist. The speakers are members of a team being sent to the various meetings of the congress by the national association.

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Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 60 words, and at \$6 a word will cost \$36.00.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertion being free, will cost \$25.

EXPERIENCED automotive electrician wants firm active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to cash in on it. Address Box No. X. Y. Z., Automotive Daily News.

FOR SALE

FOR SALE—Garage and authorized Student-baker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

I AM in position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

HELP WANTED

WANTED—Bright young man, systematic, with executive ability, as assistant to manager in wholesale equipment house in New Jersey, near New York city. Full particulars will be held in strict confidence. Box No. 51, Automotive Daily News.

Improvements

NEW USED CAR PLANT

Baltimore, Md., Dec. 5.—Herbert M. Hartman, president of the Fidelity Motors Company, local Chrysler distributor, has just announced the acquisition of the building at 1121 Cathedral St. for its used car department. This allows considerable expansion at the company's service station on Bolton Street. The new building is three stories high and the first floor showroom has a capacity of thirty-five cars.

IN LARGER QUARTERS

New York, Dec. 5.—The United Used Car Exchange has just moved from 232 West 58th St. to larger quarters at 218 West 58th St.

TO BUILD SALESROOM

Dayton, O., Dec. 5.—Erection of a new one-story brick auto salesroom is planned at Jefferson St., near Buckeye, by A. G. Lauzon at an approximate cost of \$25,000. It is expected to be ready for occupancy February 1.

NEW FORD HOME

Cotati, Cal., Dec. 5 (U. T. P. S.)—A building to house his sales-

room is being erected here by George Moore, local Ford dealer.

ERECTING GARAGE

Rochester, Minn., Dec. 5.—The Nelson Motor Sales Company is erecting a new garage, 130 by 130 feet, with a full basement. This new building will double the capacity of the former building and was made necessary by increasing business. The new structure is expected to be ready for occupancy shortly after January 1.

SLIDING LICENSE SCALE GETS BACKING IN WASH.

Olympia, Wash., Dec. 5.—Retention of the existing gasoline tax of 2 cents a gallon and the sliding scale of automobile licenses is one of the thirteen planks in the legislative program adopted unanimously by a two-thirds membership of the House here Thursday.

Advertisers Scheduled in the Automotive Daily News

Apperson Automobile Co.

Automotive Rotary Lift Co.

Bendix Brake Co.

Buick Motor Co.

Byrne-Kingston Co.

Chevrolet Motor Co.

Continental Motors Co.

Detroit Carrier Mfg. Co.

Durant Motors, Inc.

Flint Motor Co.

Frick Brothers, Inc.

General Motors Corp.

Hewitt Rubber Co.

Hupp Motor Car Corp.

Irving Engineering Sales Co.

J. H. Newmark, Inc.

Jehnsz Carburetor Co.

Kellogg Mfg. Co.

Locomobile Co. of America

Manhattan Insulated Wire Co.

New Departure Mfg. Co.

No-Carb Sales Co.

Oakland Motor Car Co.

Paige-Detroit Motor Car Co.

Pierce-Arrow Motor Car Co.

Rawlings Co. of America

Rickenbacker Motor Co.

Rowe, Inc., Wm. L.

Starnew Filter Corp.

Stewart Motor Corp.

Ternstedt Mfg. Co.

U. S. Light & Heat Corp.

Willys Overland, Inc.

Wire Wheel Corp. of America

Wisconsin Parts Co.

Wise Industries, The

Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

INCORPORATIONS

NEW YORK STATE

Albany, N. Y., Dec. 5.—Among the incorporations just filed with the secretary of state are:

The 325 Pearl Street Garage Corporation, Manhattan, \$40,000; garage; Evelyn Bernstein, 1622 50th St., Brooklyn; Irene Miller and P. H. Rosner.

Astoria Bus Service, Inc., Queensborough, \$20,000; omnibus transport business; Hyman Ketler, Akiba Margolin and Harris Pecker, all of 105 Court St., Brooklyn.

Mott Haven Trucking, Inc., Bronx, \$10,000; to conduct a trucking business; Jerry Skrivanck, 407 East 72d St., New York city; Andrew Templeton and S. R. Hassan.

Robert B. Karoff, Inc., Manhattan, \$20,000; to deal in automobiles, perfumery and barber supplies; Robert B. Karoff, Herman Factor and Charles B. James, all of 1440 Broadway, New York city.

Pausal Garage, Inc., Bronx, \$10,000; to conduct garage business; Salvador Occhipinti, 9 West Mount Eden Ave., Bronx, and Paul and Lena Occhipinti.

Josephson Brothers, Inc., Brooklyn, \$10,000; to conduct automobile accessory business; Theodore Berger, Percival Sprung and Bernard Helfenstein, all of 132 Nassau St., New York city.

KANSAS

Topeka, Kan., Dec. 3.—Incorporations in Kansas include the following:

General Finance Company, Anthony, \$25,000; to handle general mortgage business and chattel mortgages on automobiles; H. E. Mitchell, E. L. Mueller, E. R. Limbird, J. E. Farmer, Vernon Day and T. H. Barrett.

Banslau Motors Company, Wichita, \$10,000; to buy, sell, lease and store automobiles; O. E. Sutter, F. M. Branslau, D. M. Wilt, G. A. Stearns and E. B. Shaver.

Broddle Motor Company, Alta Vista, \$10,000; to buy and sell Ford automobiles, tractors, trucks and parts; Charles E. Cole, W. H. Broddle, George Cole and Elma J. Cole of Topeka and L. L. Broddle of Kansas City.

Cantwell Auto Signal Company, Wichita, \$40,000; G. L. Cantwell, Z. C. Brock and Frank Benbow of Wichita, Sam Houston of Sterling and Charles Peterson of Hutchinson; to manufacture and sell automobile signal devices.

Bingham Motor Company, Fulton, \$10,000; to do a general merchandising business in new and used automobiles; A. N. Bingham and H. H. Bingham of Fulton and A. N. Withington, E. B. Withington and H. J. Withington of Columbus.